How to Grow Your YouTube Channel to 1,000+ Subscribers

The Golden Rule

Create Great Content!

Ask yourself…

- “Do I hook the viewer with a value proposition in the first 30 seconds?”
- “Is this a video I would watch?”
- “Would I enjoy watching this video?”
- “Does this video provide value for the entire duration?”

Create Great Content

Great content does not have to equal HIGH-QUALITY content… for example:

- HD cameras
- Lights
- Perfect movie sets/stages

As you can see, this video doesn't even have me appear on camera! But I also am not against posting "selfie" footage filmed on my phone. As your YouTube channel grows, you can purchase a nicer camera and light, hire a film crew, and film on a soundstage.

But what is more important when starting out, is **GREAT CONTENT** and **GREAT AUDIO**!

Post Frequency

- The more content you post, the better! But remember the golden rule… CREATE GREAT CONTENT!
- The best practice is to post on a timeline so your subscribers can expect a new video from you at the same time and date each week. For example, Monday, Wednesday and Friday at noon… or every Saturday at 7am… etc.
- Make your YouTube channel like a TV show that airs every XYZ day and time! This will lead to subscribers anticipating/craving your new content (i.e. creating RAVING fans!)

Create Great Audio

While making your videos visually nice is important, the biggest complaint by YouTube users is low quality audio.

- Record your video in a quiet area (if your video must be outside, use the proper “windsock” and/or lav mics to get the highest quality sound).

- Spend on a great microphone. You will eventually be able to afford that great DSLR camera, but on the path to that, record with the best mic you can afford!

- I personally like and use **USB Blue Microphones** and the **Focusrite Scarlett Studio**. There are plenty of microphone reviews online, so do your due diligence before buying a mic.

Video Duration

- YouTube favors longer videos. **10 to 15 minute** videos are the optimal length for ranking higher in the YouTube algorithm!

- The reason for this is… the longer the video, the more ads YouTube can insert throughout the video, therefore increasing their ad revenue.

Expected Watch Time

A big part of the YouTube ranking algorithm is based on "**Expected Watch Time**".

- YouTube tracks the amount of time users watch each of your videos and then finds the average for each video, which equals the **Expected Watch Time**.

- The higher this number is, the better! But this comes back to GREAT CONTENT. You can't just make a long video… you need to make a 10+ minute video that provides **VALUE** from beginning to end (whether that is informational, educational, entertainment, etc.) and is the **SOLUTION** to users search queries!

Ask For What You Want

Within the first few seconds of your video, ASK FOR WHAT YOU WANT!

- LIKE
- COMMENT
- SUBSCRIBE

By simply ASKING, I have seen up to **50% increases** in the above actions taken by viewers!

Not only that… more LIKES, COMMENTS, and SUBSCRIBES equals **videos ranking higher in YouTube search results** and **videos being recommended/suggested by YouTube more often**!

These 3 actions are a HUGE part of the YouTube algorithm!

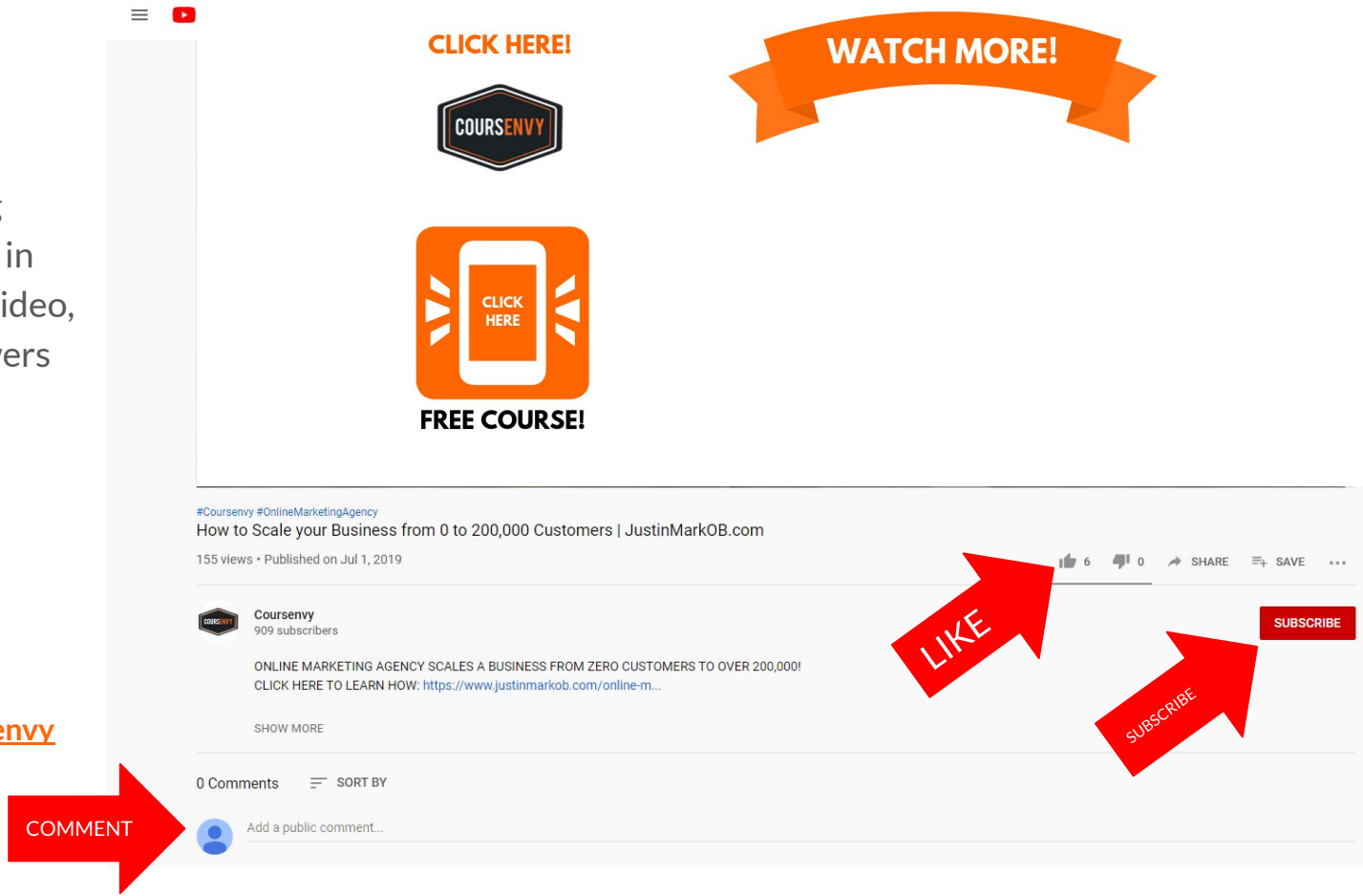
YouTube LOVES engagement!

ASK!

Whether it is during your intro, outro, or in the middle of your video, VERBALLY ask viewers for:

- LIKES
- COMMENTS
- SUBSCRIBES

EXAMPLE:
Youtube.com/c/Coursenvy



YouTube Video SEO

SEO = Search Engine Optimization

Optimizing your YouTube video so your video appears for varying search queries in various search engines, is a very important part of getting your videos discovered.

The most important elements of your YouTube SEO, includes your YouTube video:

- **TITLE**
- **DESCRIPTION**
- **TAGS**

YouTube Video SEO Tool

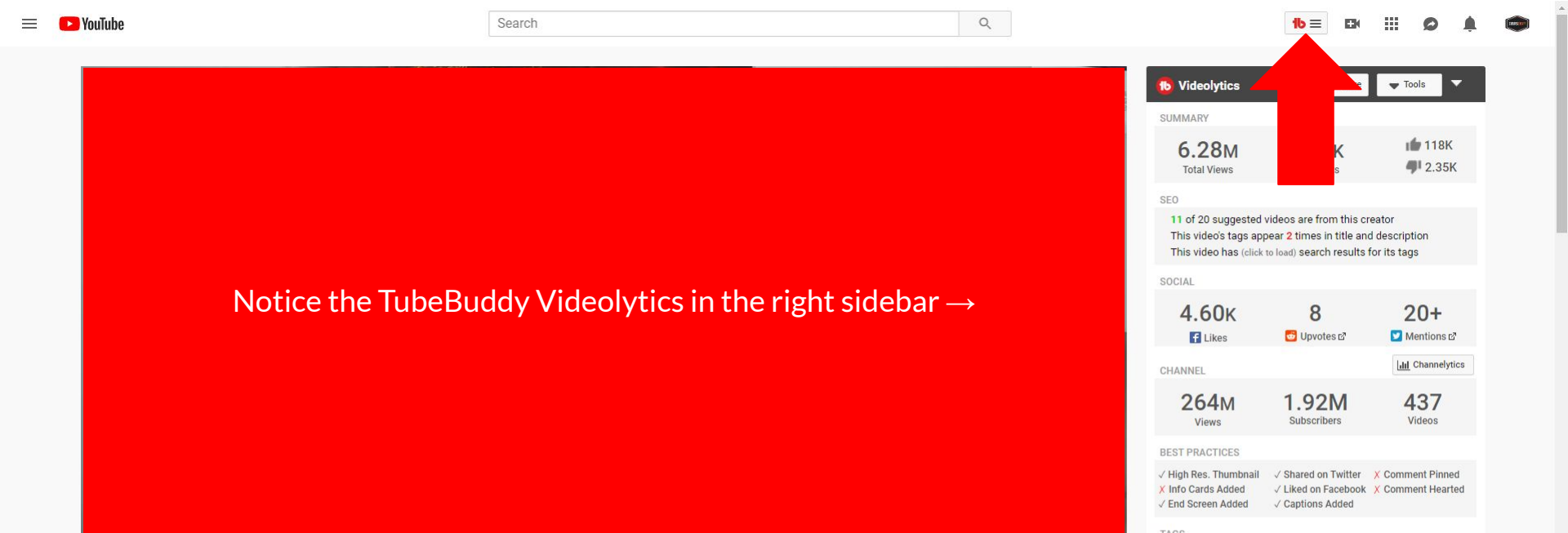
My go to tool for researching YouTube keywords and scraping keywords from my competitors is:

VidIQ and TubeBuddy:

https://www.coursenvy.com/youtube-seo

YouTube Video SEO Tool

Once TubeBuddy is installed on Google Chrome, you can begin using it right on the YouTube platform.

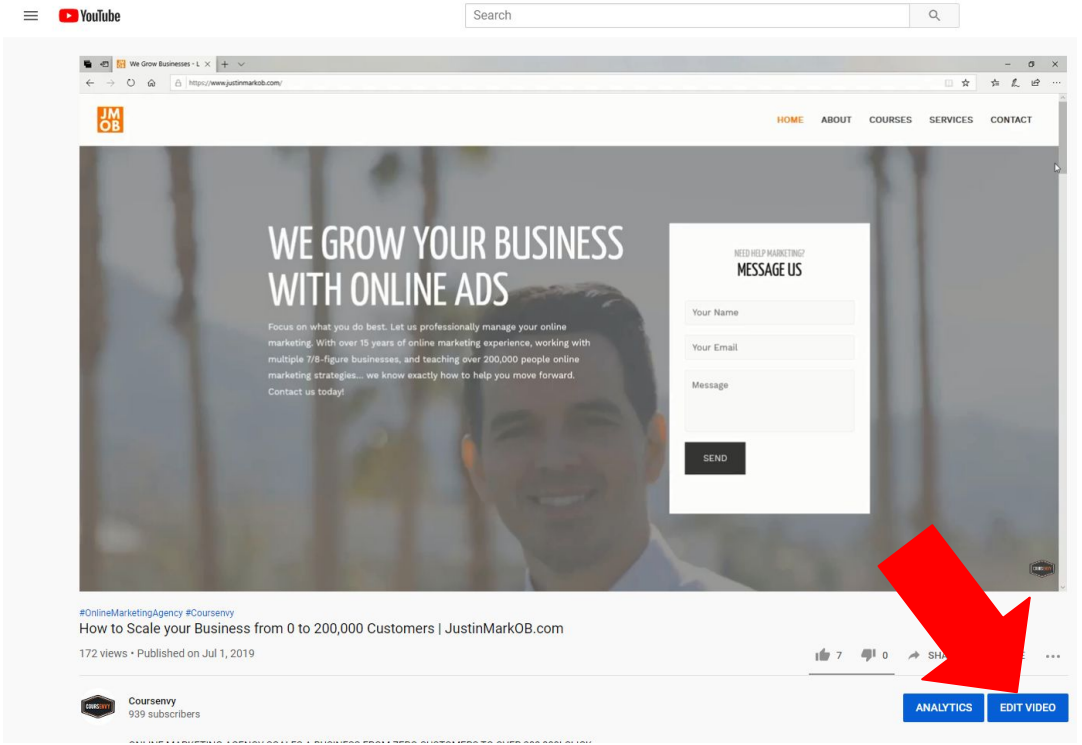


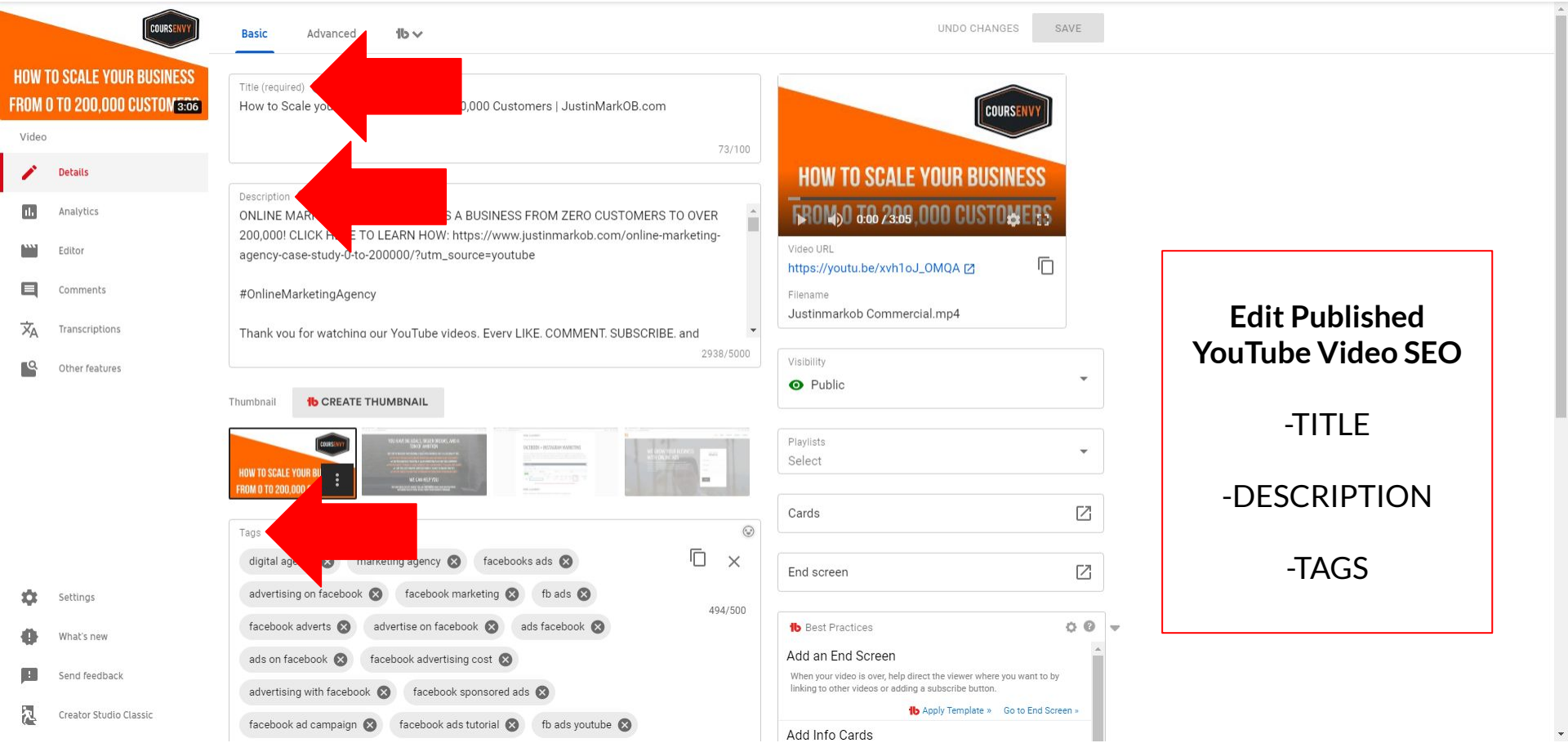
Edit YouTube Video SEO → Option #1

- Edit your TITLE, DESCRIPTION, and TAGS after publishing a video via the "**Edit Video**" button.

  OR

- Navigate to studio.youtube.com and click any YouTube video name to be redirected to that videos **edit page**.


YouTube
Search
HOME
ABOUT
COURSES
SERVICES
CONTACT
WE GROW YOUR BUSINESS WITH ONLINE ADS
Focus on what you do best. Let us professionally manage your online marketing. With over 15 years of online marketing experience, working with multiple 7/8-figure businesses, and teaching over 200,000 people online marketing strategies... we know exactly how to help you move forward.
Contact us today!
NEED HELP MARKETING?
MESSAGE US
Your Name
Your Email
Message
SEND
#OnlineMarketingAgency #Coursenvy
How to Scale your Business from 0 to 200,000 Customers | JustinMarkOB.com
172 views • Published on Jul 1, 2019
Coursenvy
939 subscribers
ANALYTICS
EDIT VIDEO



Edit Published YouTube Video SEO

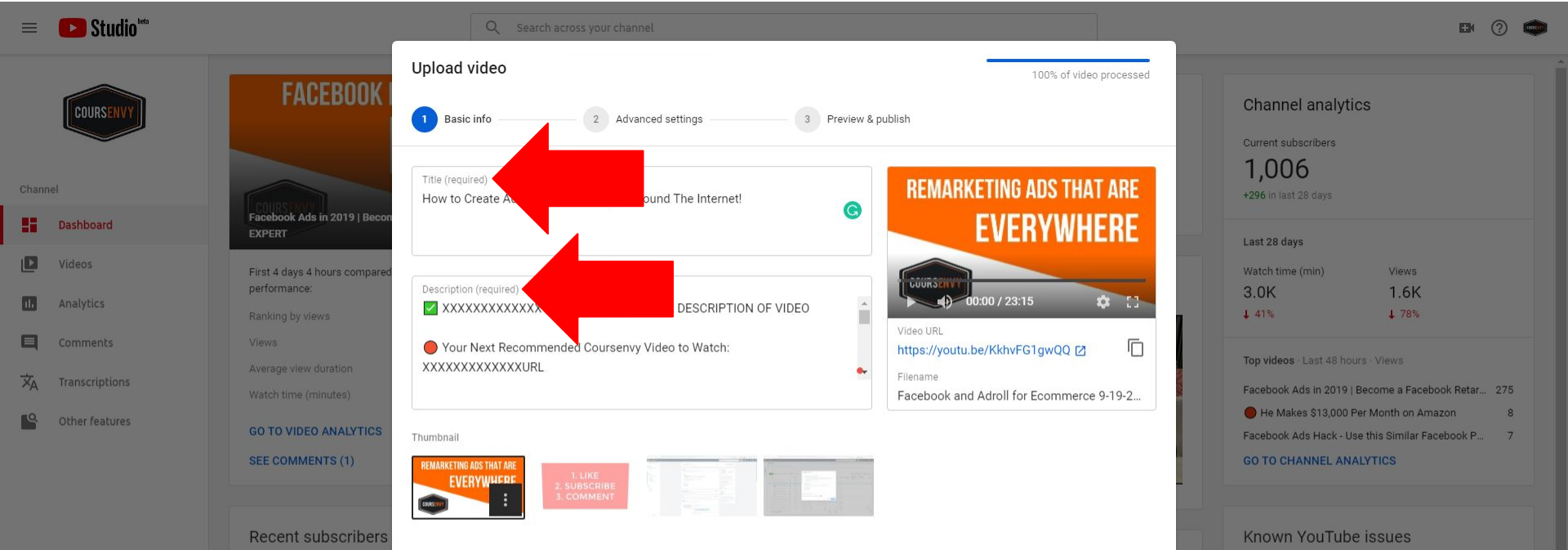
-TITLE

-DESCRIPTION

-TAGS

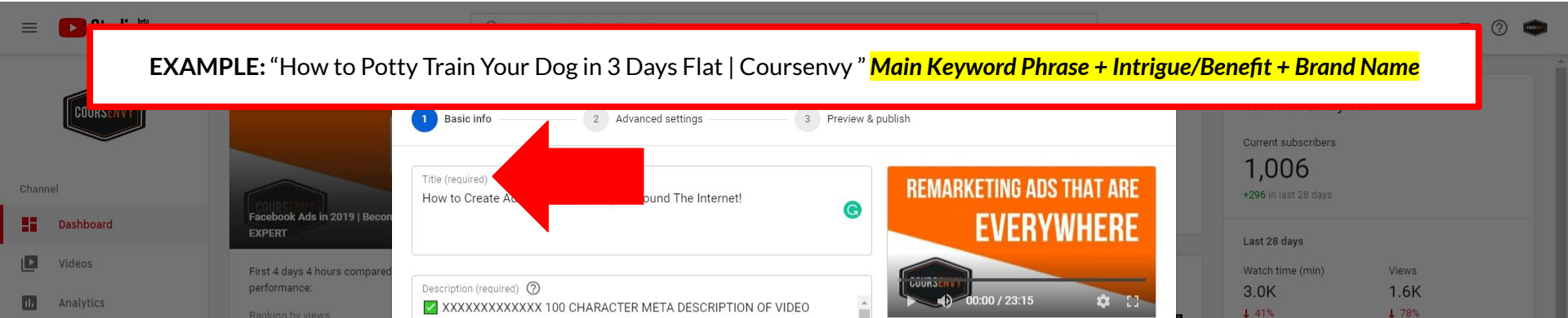
Edit YouTube Video SEO → Option #2

➢ Edit your TITLE, DESCRIPTION, and TAGS when uploading a **new** video.



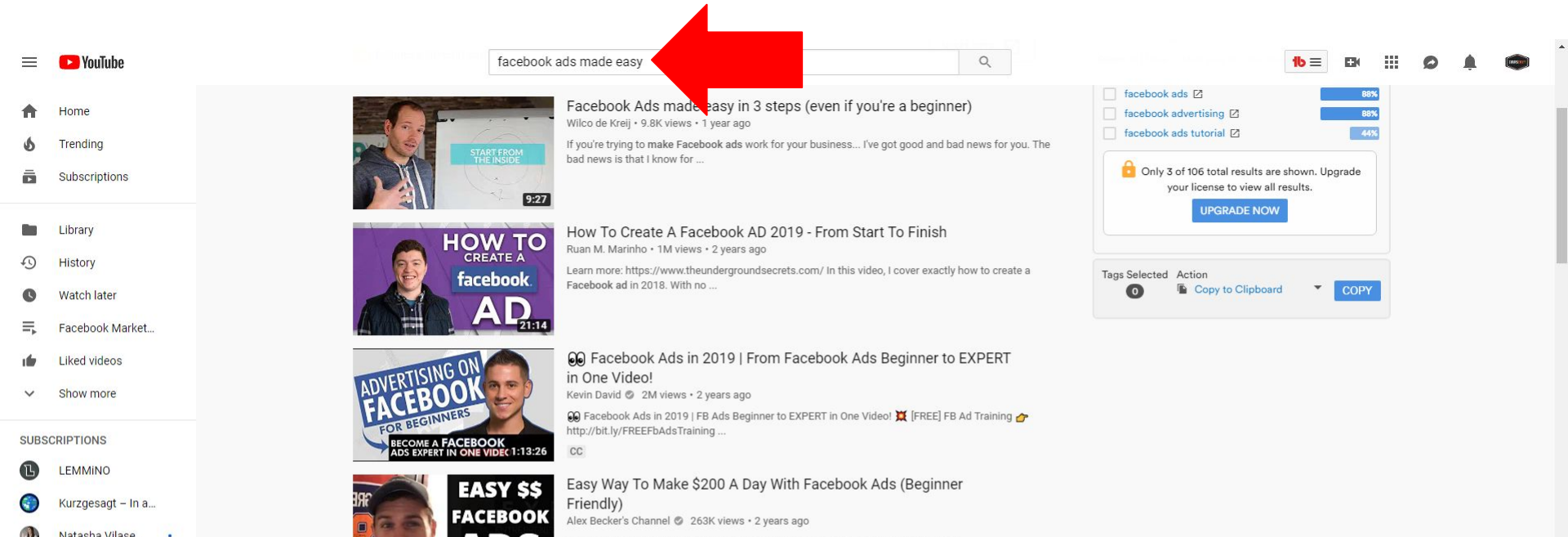
YouTube Video SEO → Title

- Include 1-2 of your main search keywords in your title. The closer your can place your **MAIN TARGET KEYWORD** at or towards the beginning of your title, the better!
- Grab the users attention with intrigue, curiosity, and a value proposition/benefit. Make then NEED to click your video!
- NEVER make your title “clickbait”. This will only hurt you because when people click your video and realize it isn’t what they hoped for, they will abandon your video therefore killing your “Estimated Watch Time”.



YouTube Video SEO → Title

- Search YouTube for the main topic your YouTube video is about.
- For example, “facebook ads made easy”.


YouTube
facebook ads made easy
Home
Trending
Subscriptions
Library
History
Watch later
Facebook Market...
Liked videos
Show more
SUBSCRIPTIONS
LEMMiNO
Kurzgesagt – In a...
Facebook Ads made easy in 3 steps (even if you're a beginner)
Wilco de Kreij • 9.8K views • 1 year ago
If you're trying to make Facebook ads work for your business... I've got good and bad news for you. The bad news is that I know for ...
START FROM THE INSIDE
9:27
How To Create A Facebook AD 2019 - From Start To Finish
Ruan M. Marinho • 1M views • 2 years ago
Learn more: https://www.theundergroundsecrets.com/ In this video, I cover exactly how to create a Facebook ad in 2018. With no ...
HOW TO CREATE A facebook AD
21:14
👀 Facebook Ads in 2019 | From Facebook Ads Beginner to EXPERT in One Video!
Kevin David • 2M views • 2 years ago
👀 Facebook Ads in 2019 | FB Ads Beginner to EXPERT in One Video! 💥 [FREE] FB Ad Training 👉 http://bit.ly/FREEFbAdsTraining ...
CC
ADVERTISING ON FACEBOOK FOR BEGINNERS
BECOME A FACEBOOK ADS EXPERT IN ONE VIDEO
1:13:26
Easy Way To Make $200 A Day With Facebook Ads (Beginner Friendly)
Alex Becker's Channel • 263K views • 2 years ago
EASY $$ FACEBOOK
facebook ads
facebook advertising
facebook ads tutorial
88%
88%
44%
Only 3 of 106 total results are shown. Upgrade your license to view all results.
UPGRADE NOW
Tags Selected
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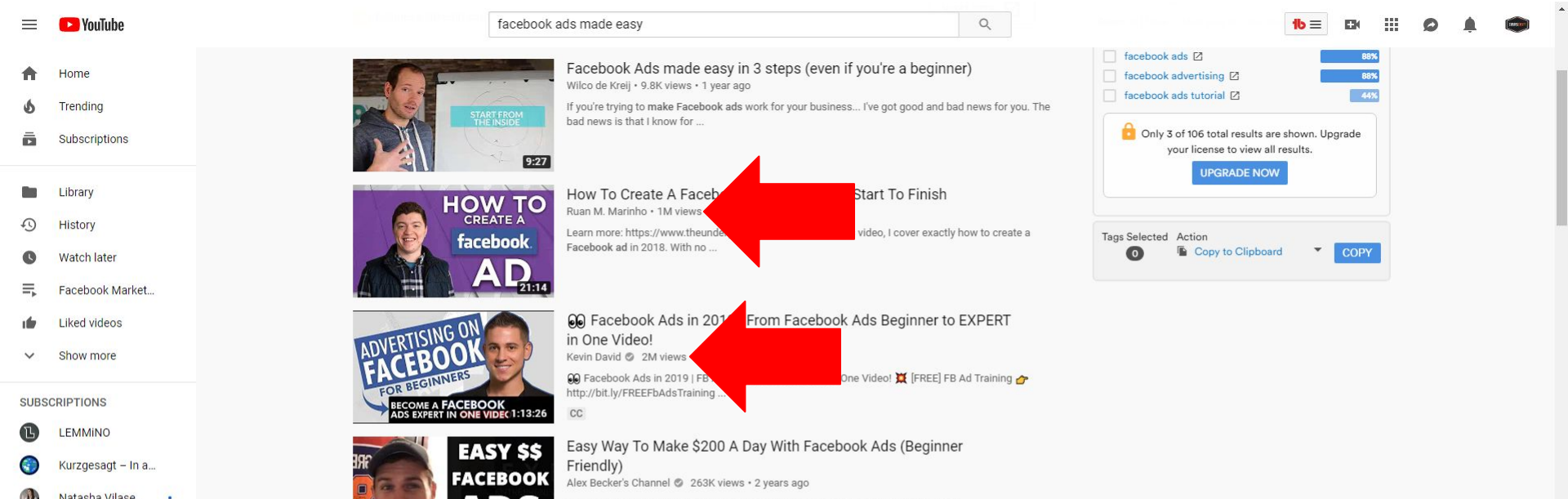
Action
Copy to Clipboard
COPY

YouTube Video SEO → Title

- Open 3-5 videos total (with the MOST VIEWS) from the first page of your varying “main video topic” search results.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Facebook Market...
Liked videos
Show more
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Kurzgesagt – In a...
Facebook Ads made easy in 3 steps (even if you're a beginner)
Wilco de Kreij • 9.8K views • 1 year ago
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Kevin David 2M views
Facebook Ads in 2019 | FB One Video! [FREE] FB Ad Training
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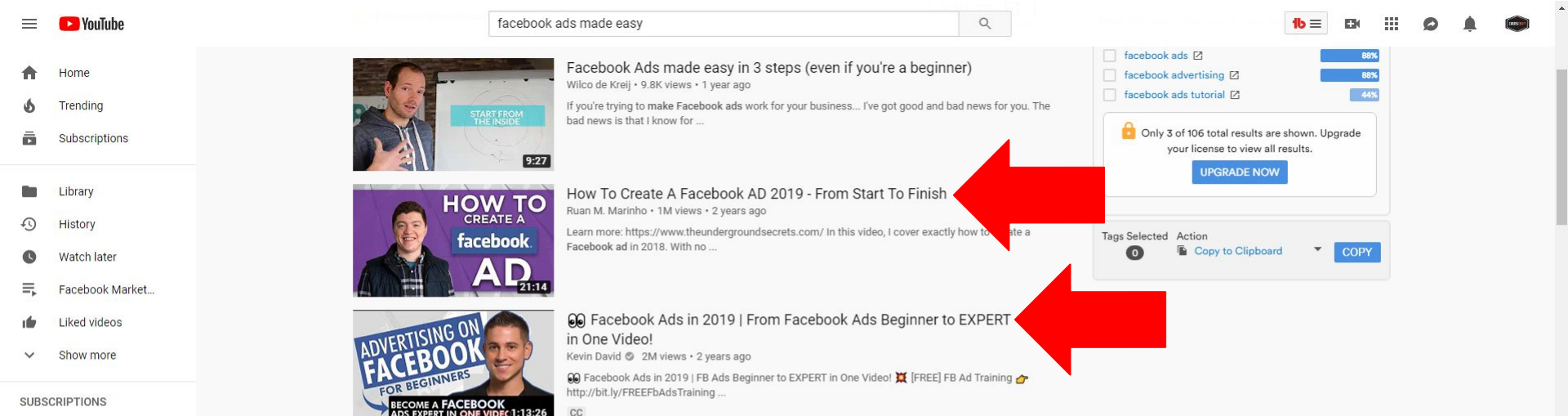
EASY $$ FACEBOOK
Easy Way To Make $200 A Day With Facebook Ads (Beginner Friendly)
Alex Becker's Channel 263K views • 2 years ago
facebook ads 88%
facebook advertising 88%
facebook ads tutorial 44%
Only 3 of 106 total results are shown. Upgrade your license to view all results.
UPGRADE NOW
Tags Selected 0
Action
Copy to Clipboard
COPY

YouTube Video SEO → Title

- Analyze the titles of successful videos on your videos topic to help inspire you in the creation of your own original title.
- Keep your YouTube video title under **60 characters**. Anything more will be cut off in search results and hurt your video ranking.


YouTube
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CC
facebook ads 88%
facebook advertising 88%
facebook ads tutorial 44%
Only 3 of 106 total results are shown. Upgrade your license to view all results.
UPGRADE NOW
Tags Selected 0
Action
Copy to Clipboard
COPY

PRO TIP

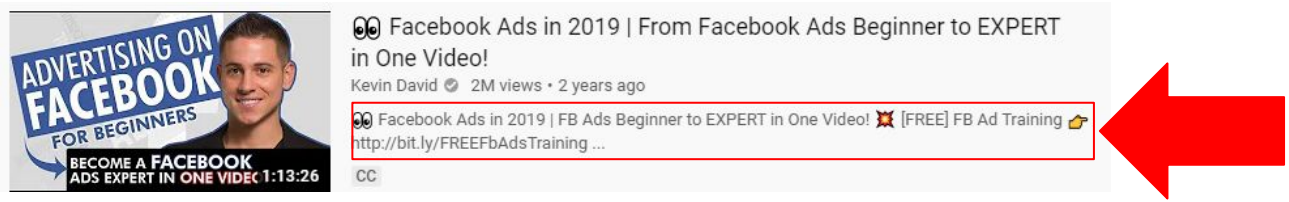
I like to **HACK** the YouTube "Recommended/Suggested videos" algorithm by making my videos sound like *"episode 2"* of the most popular videos! To do this, I will create a video that is basically a longer and better SEQUEL to the top viewed video on YouTube for my target search keyword. Then I will give these videos a title that is similar to the popular video, but will also imply "part 2" or "continue learning", etc.

EXAMPLE TITLES:

- *"Facebook Ads | Up Next, Become a Facebook Retargeting EXPERT"*
- *"Facebook Ads Advanced | MASTER Facebook Retargeting"*

YouTube Video SEO → Description

- Write 300+ words for each YouTube video description. This is a great area for adding more relevant keywords (you can easily add 10 relevant keywords to this section)!
- The end of your description can be copied in multiple videos, for example your social media links. But the first **~100 characters** MUST be original and relevant to each varying YouTube video (including at least 2-3 keywords you want your video to appear in searches for).
- This first part of your description appears in both YouTube and Google search results as the meta description.


ADVERTISING ON FACEBOOK FOR BEGINNERS
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Kevin David 2M views • 2 years ago
Facebook Ads in 2019 | FB Ads Beginner to EXPERT in One Video! [FREE] FB Ad Training
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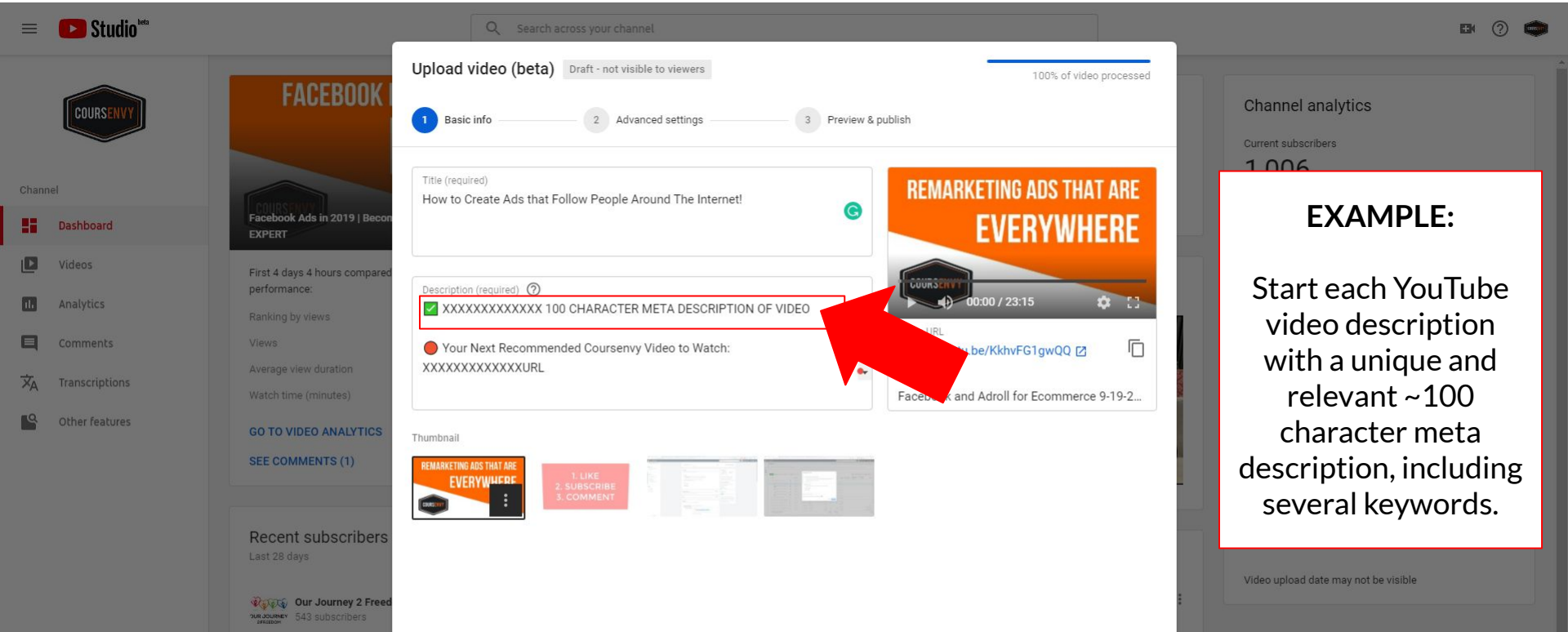
Facebook Ads in 2019 | From Facebook Ads Beginner to ...
https://www.youtube.com › watch
Sep 5, 2017 - Uploaded by Kevin David
Facebook Ads in 2019 | FB Ads Beginner to EXPERT in One Video! [FREE] FB Ad Training ... to EXPERT ...

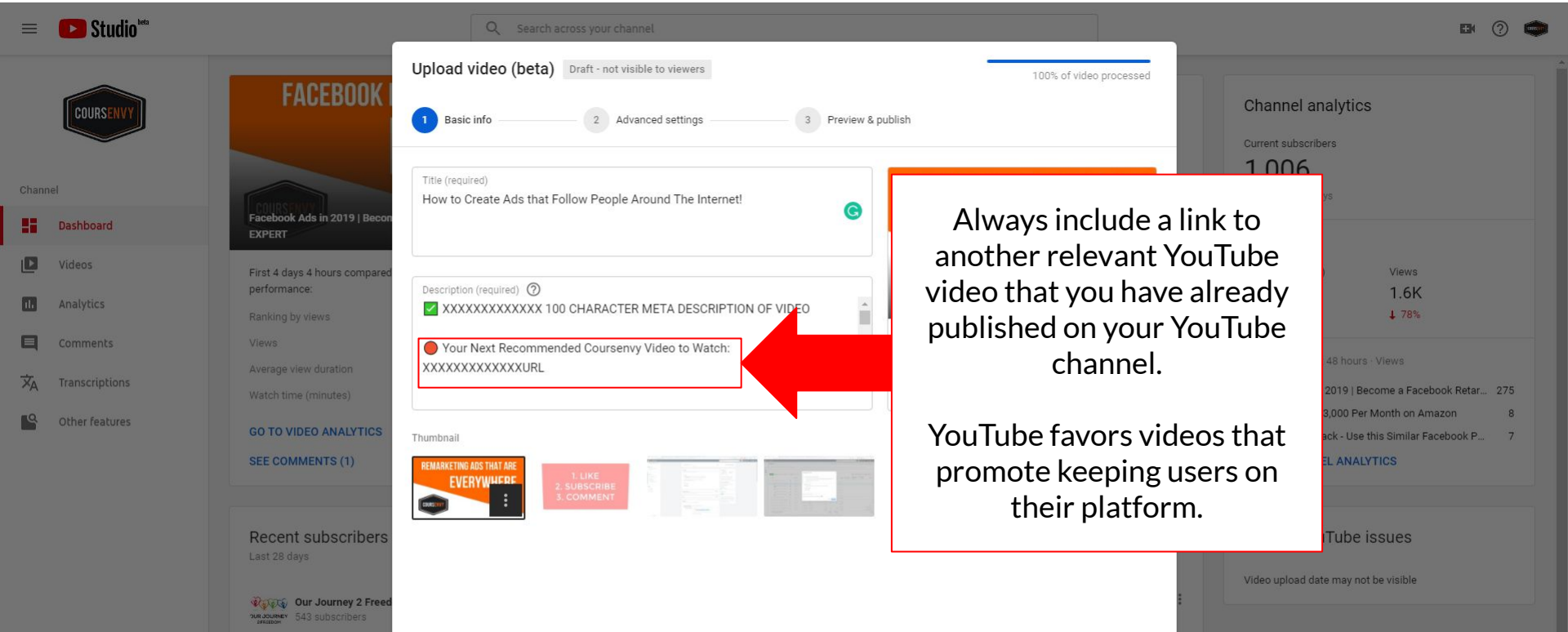
YouTube Video SEO → Description



EXAMPLE:

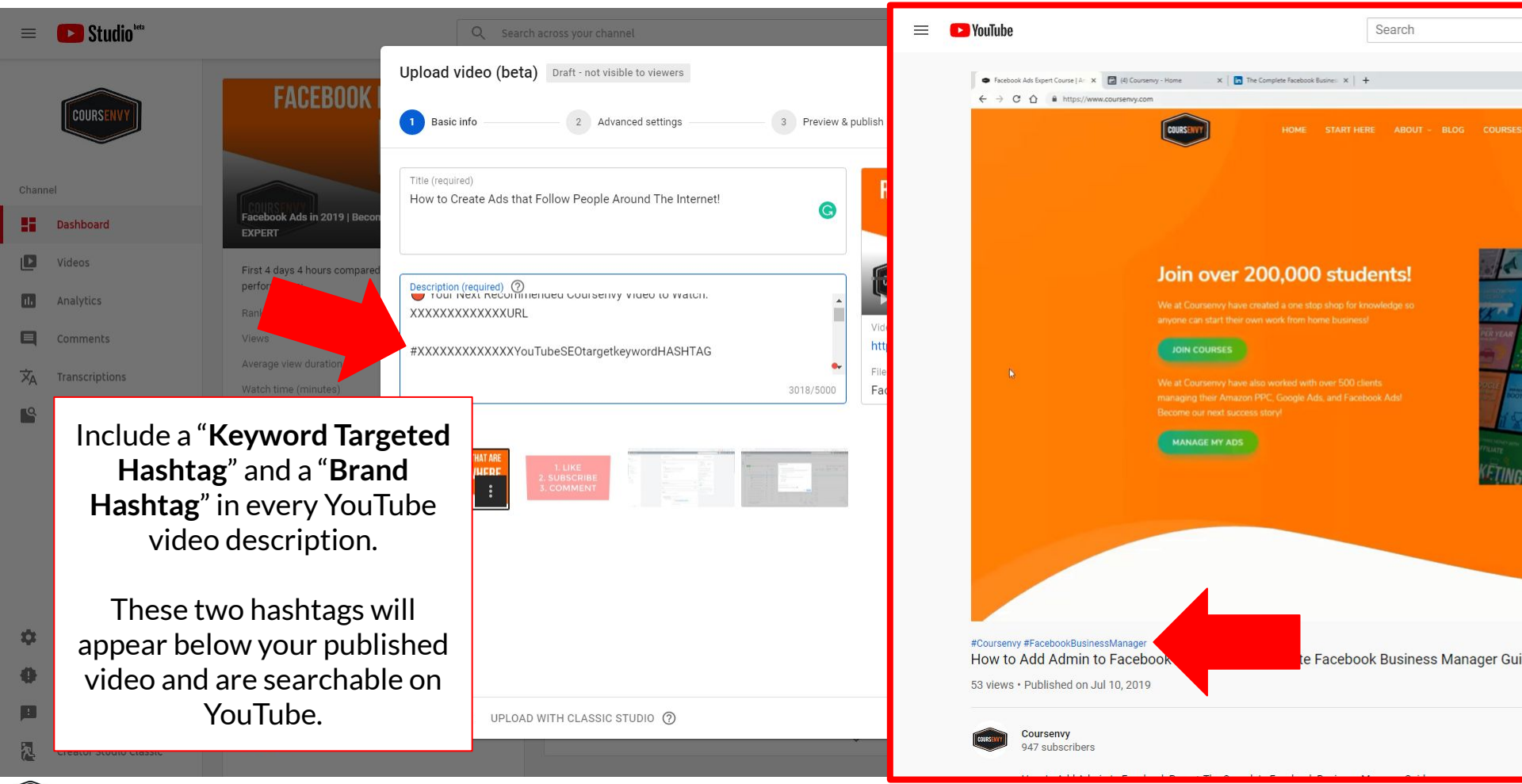
Start each YouTube video description with a unique and relevant ~100 character meta description, including several keywords.

YouTube Video SEO → Description Video Link



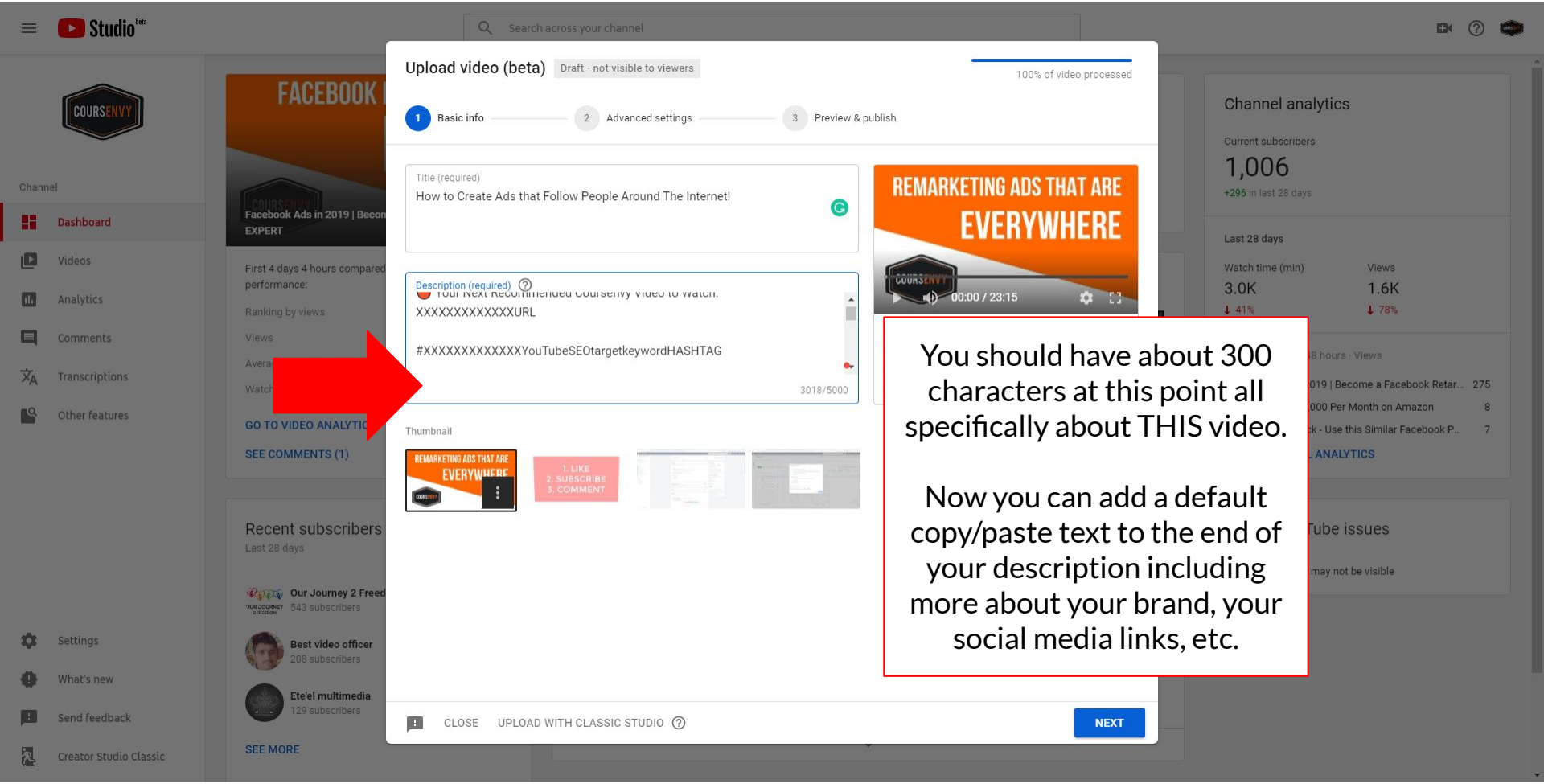
Always include a link to another relevant YouTube video that you have already published on your YouTube channel.

YouTube favors videos that promote keeping users on their platform.



Include a "**Keyword Targeted Hashtag**" and a "**Brand Hashtag**" in every YouTube video description.

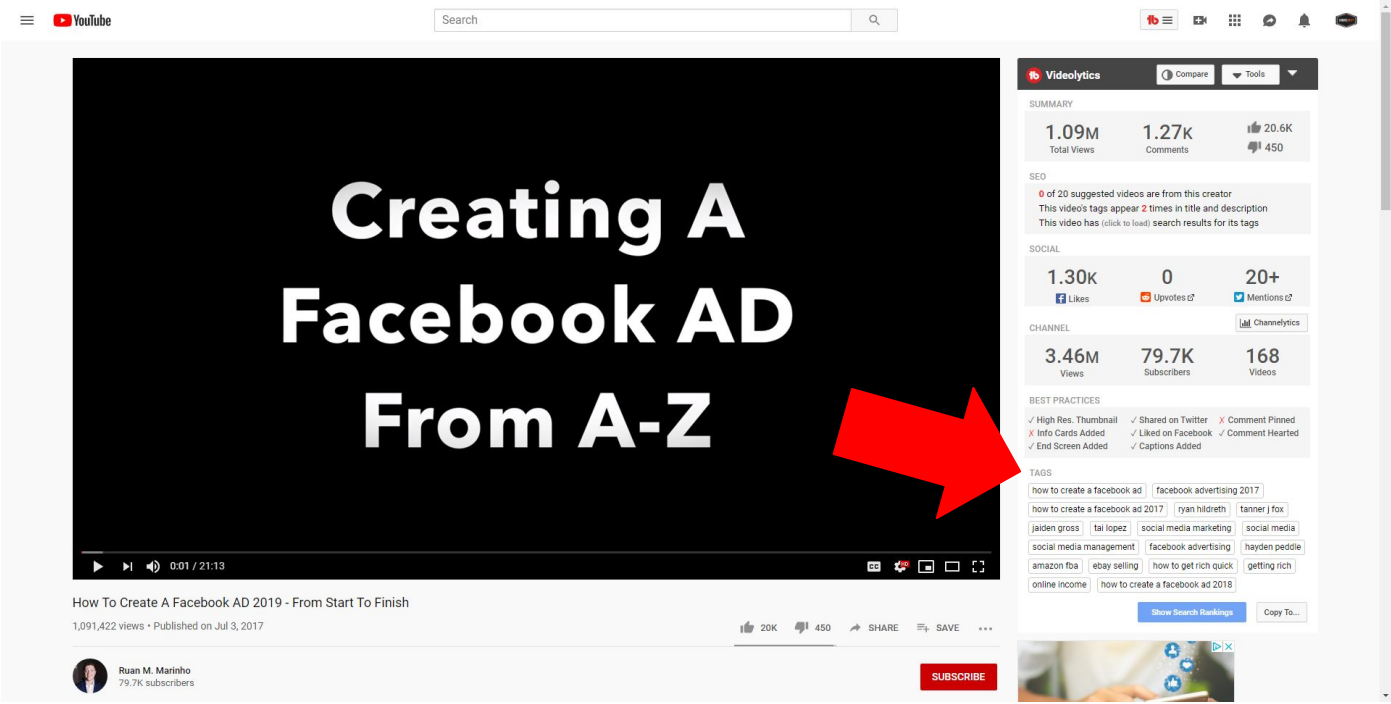
These two hashtags will appear below your published video and are searchable on YouTube.


Upload video (beta)
Draft - not visible to viewers
100% of video processed
1 Basic info
2 Advanced settings
3 Preview & publish
Title (required)
How to Create Ads that Follow People Around The Internet!
Description (required)
XXXXXXXXXXXXURL
#XXXXXXXXXXXXYouTubeSEOtargetkeywordHASHTAG
3018/5000
Thumbnail
REMARKETING ADS THAT ARE EVERYWHERE
00:00 / 23:15
CLOSE
UPLOAD WITH CLASSIC STUDIO
NEXT
You should have about 300 characters at this point all specifically about THIS video.
Now you can add a default copy/paste text to the end of your description including more about your brand, your social media links, etc.

How to Copy YouTube Video Tags

YouTube Video SEO → Tags

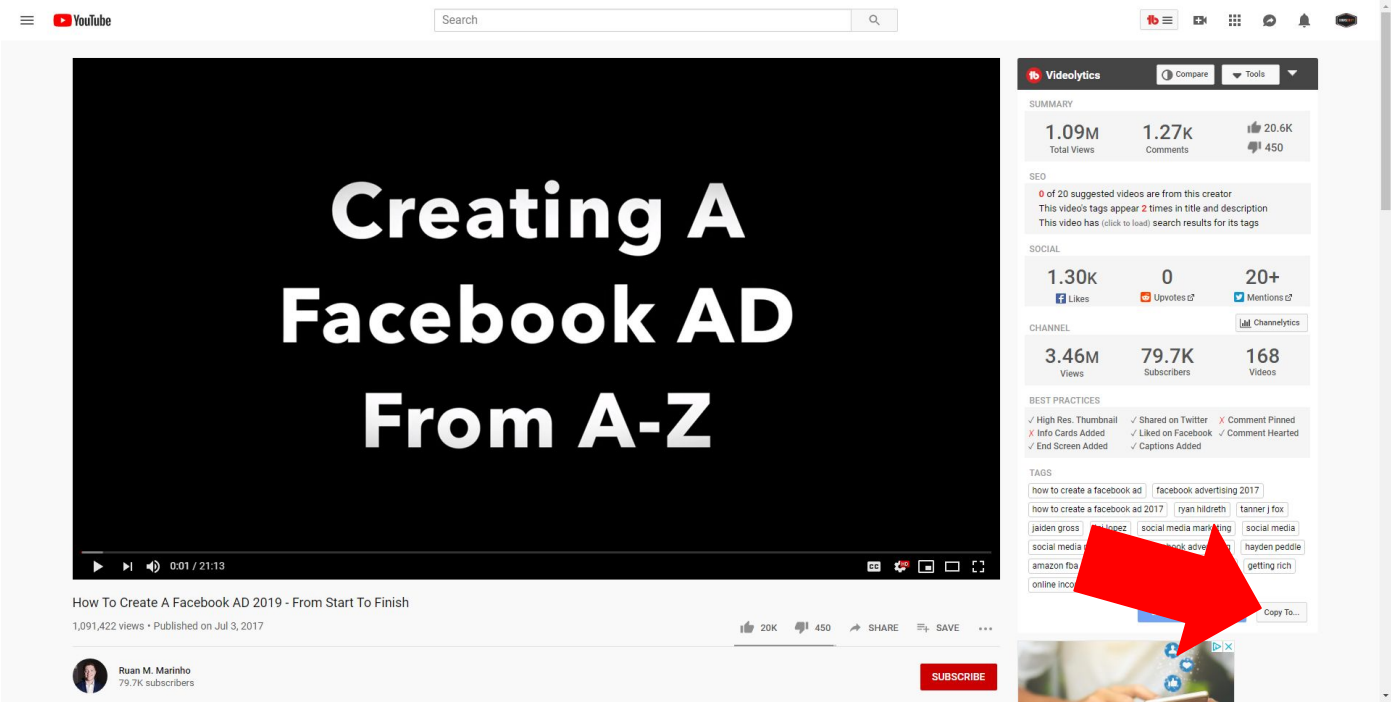
With a YouTube tool like VidIQ or TubeBuddy installed in your Google Chrome browser, copy the **TAGS** from these top 2-3 most viewed videos.



YouTube Video SEO → Tags

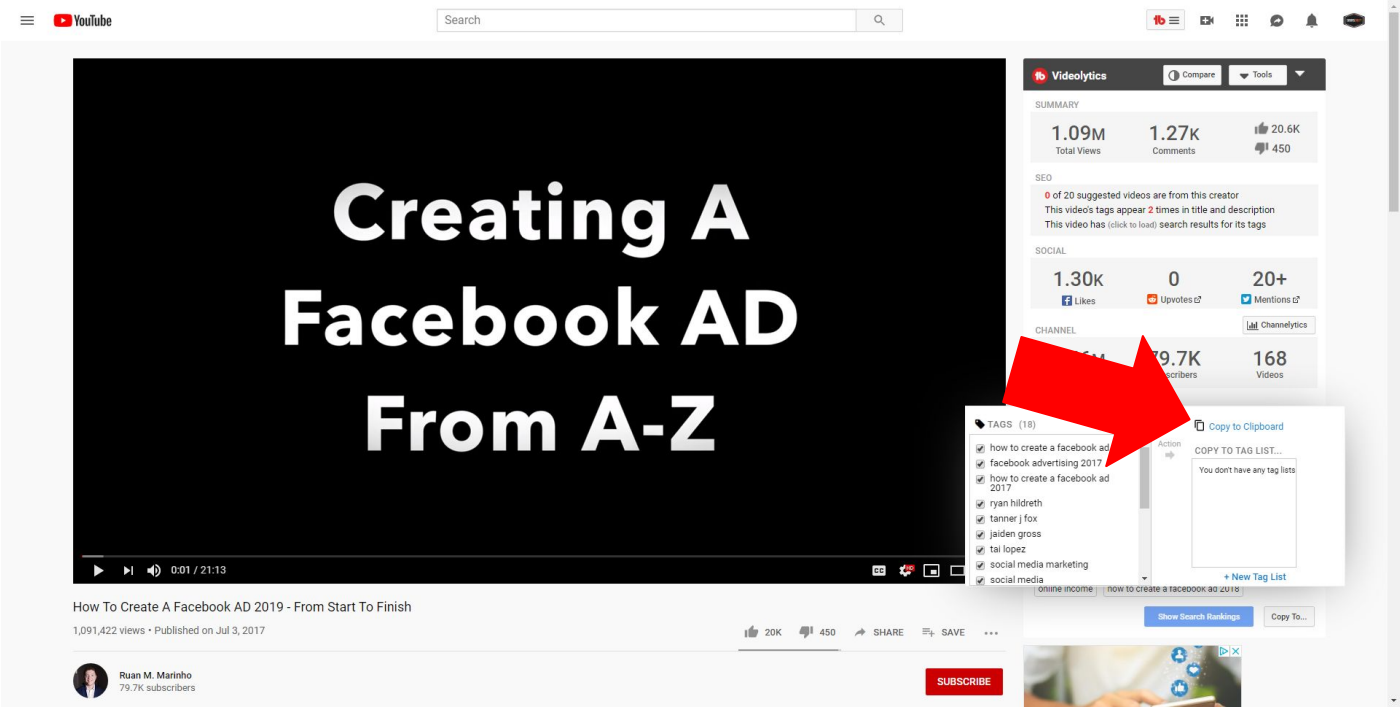
EXAMPLE (using TubeBuddy):

In the right sidebar tool, click the "**Copy To**" button, under the TAGS section.



YouTube Video SEO → Tags

In the menu popup, click the "**Copy to Clipboard**" link.

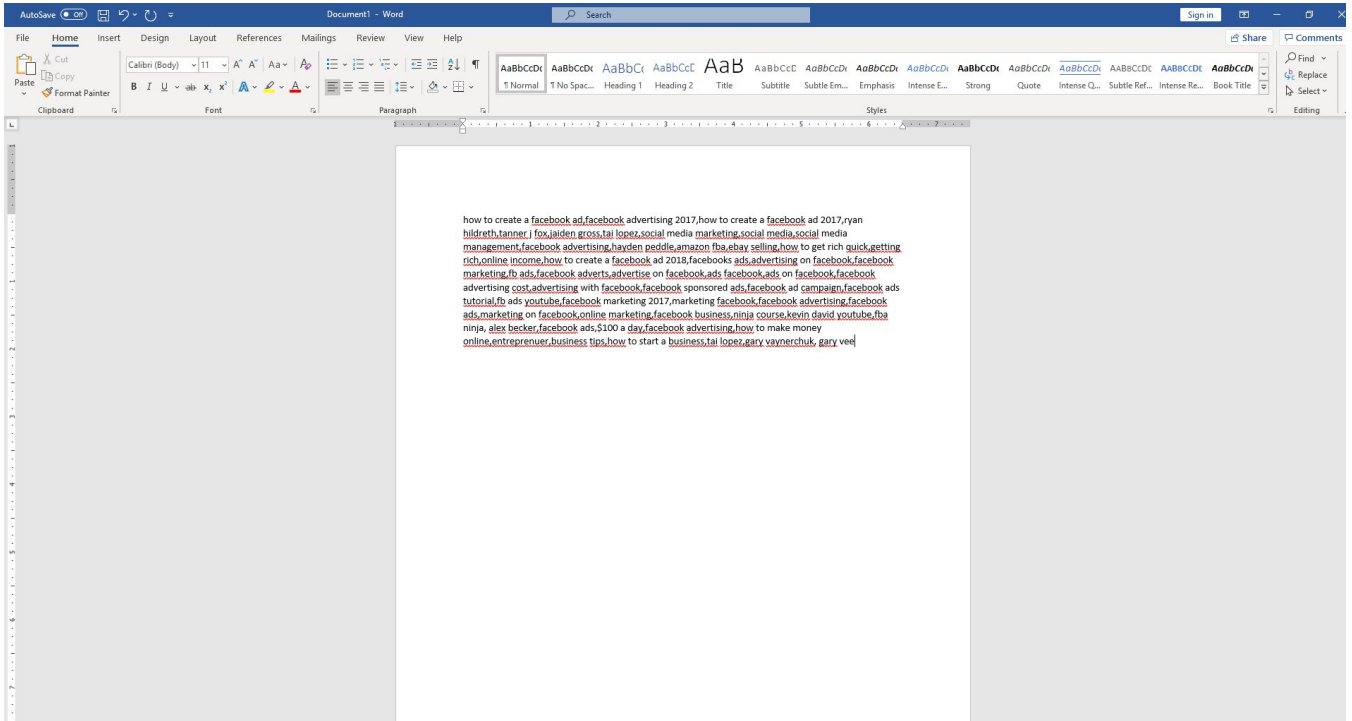


YouTube Video SEO → Tags

Paste them into a Word Doc.

Place a comma between each set of video TAGS you paste in.

Copy all of these videos keywords and paste them into an Excel sheet.


Document1 - Word
how to create a facebook ad,facebook advertising 2017,how to create a facebook ad 2017,ryan hildreth,tanner j fox,jaiden gross,tai lopez,social media marketing,social media,social media management,facebook advertising,hayden peddle,amazon fba,ebay selling,how to get rich quick,getting rich,online income,how to create a facebook ad 2018,facebooks ads,advertising on facebook,facebook marketing,fb ads,facebook adverts,advertise on facebook,ads facebook,ads on facebook,facebook advertising cost,advertising with facebook,facebook sponsored ads,facebook ad campaign,facebook ads tutorial,fb ads youtube,facebook marketing 2017,marketing facebook,facebook advertising,facebook ads,marketing on facebook,online marketing,facebook business,ninja course,kevin david youtube,fba ninja, alex becker,facebook ads,$100 a day,facebook advertising,how to make money online,entreprenuer,business tips,how to start a business,tai lopez,gary vaynerchuk, gary vee

how to create a facebook ad,facebook advertising 2017,how to create a facebook ad 2017,ryan hildreth,tanner j fox,jaiden gross,tai lopez,social media marketing,social media,social media management,facebook advertising,hayden peddle,amazon fba,ebay selling,how to get rich quick,getting rich,online

Paste them into the first cell.

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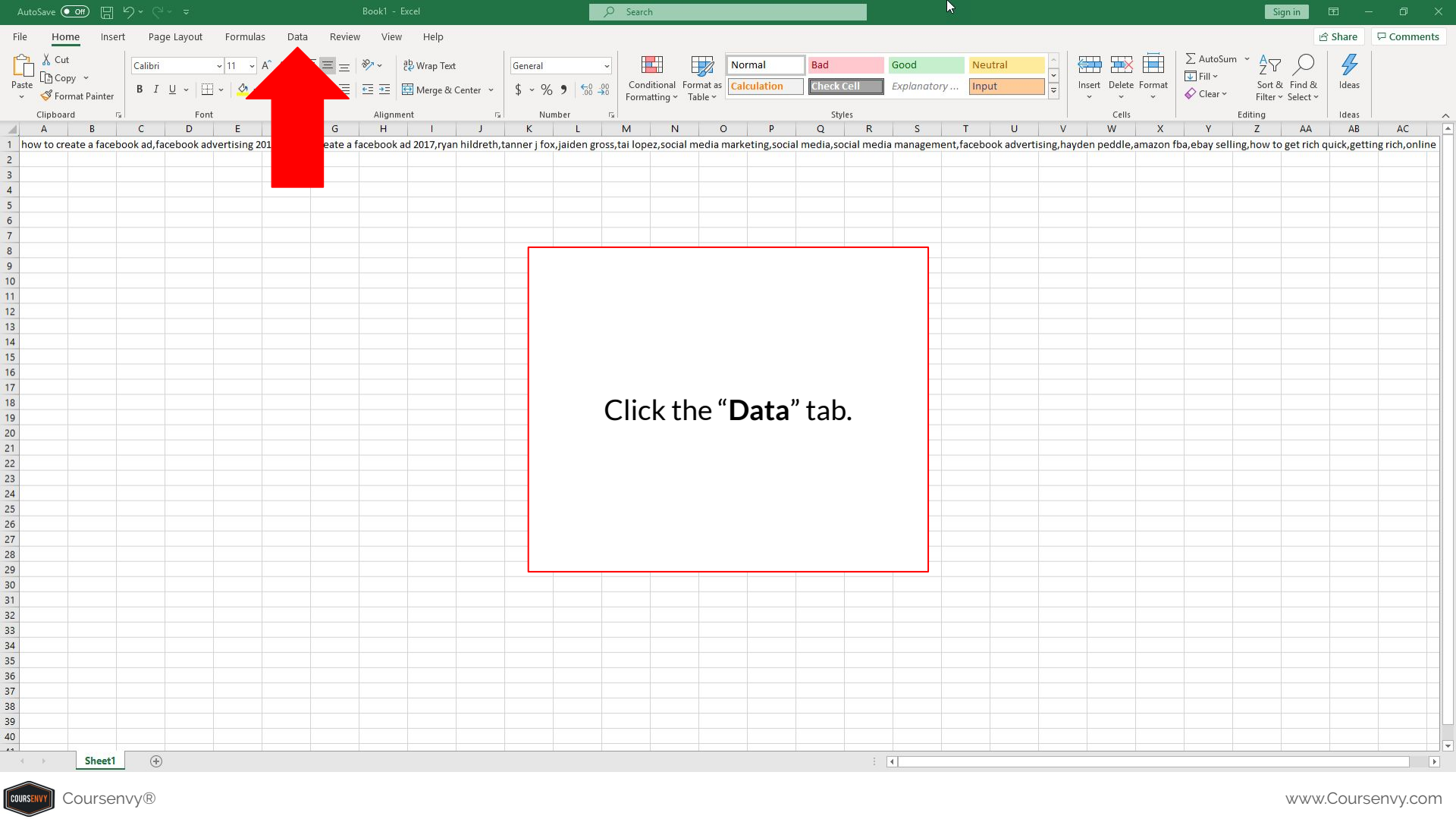
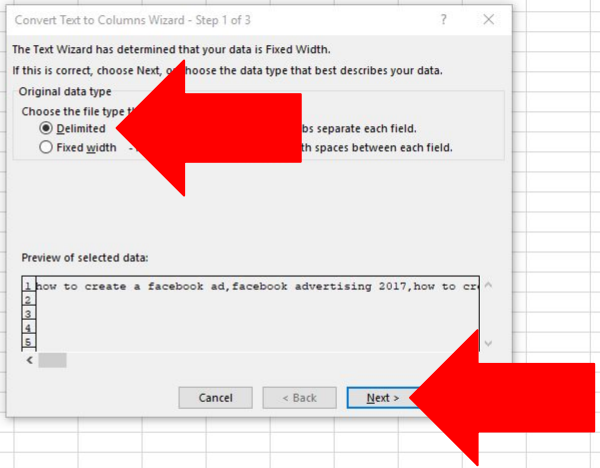
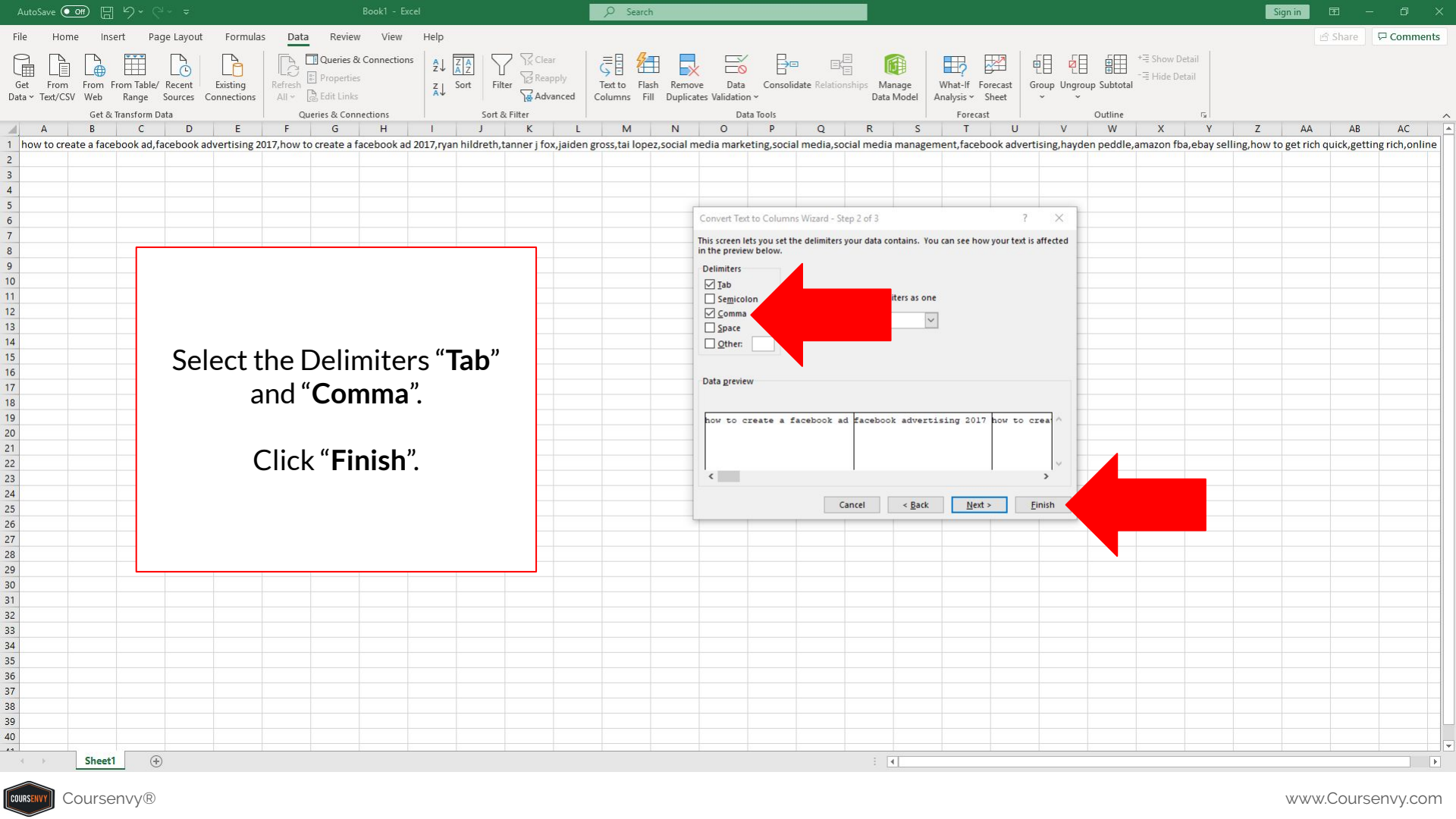

Click the “Data” tab.

Click the “**Text to Columns**” option.

In the pop-up menu select “**Delimited**”.

Click “**Next**”.


Convert Text to Columns Wizard - Step 1 of 3
The Text Wizard has determined that your data is Fixed Width.
Original data type
Delimited
Fixed width
Preview of selected data:
Cancel
< Back
Next >


how to create a facebook ad,facebook advertising 2017,how to create a facebook ad 2017,ryan hildreth,tanner j fox,jaiden gross,tai lopez,social media marketing,social media,social media management,facebook advertising,hayden peddle,amazon fba,ebay selling,how to get rich quick,getting rich,online
Select the Delimiters “Tab” and “Comma”.
Click “Finish”.
Convert Text to Columns Wizard - Step 2 of 3
This screen lets you set the delimiters your data contains. You can see how your text is affected in the preview below.
Delimiters
Tab
Semicolon
Comma
Space
Other:
Data preview
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Cancel
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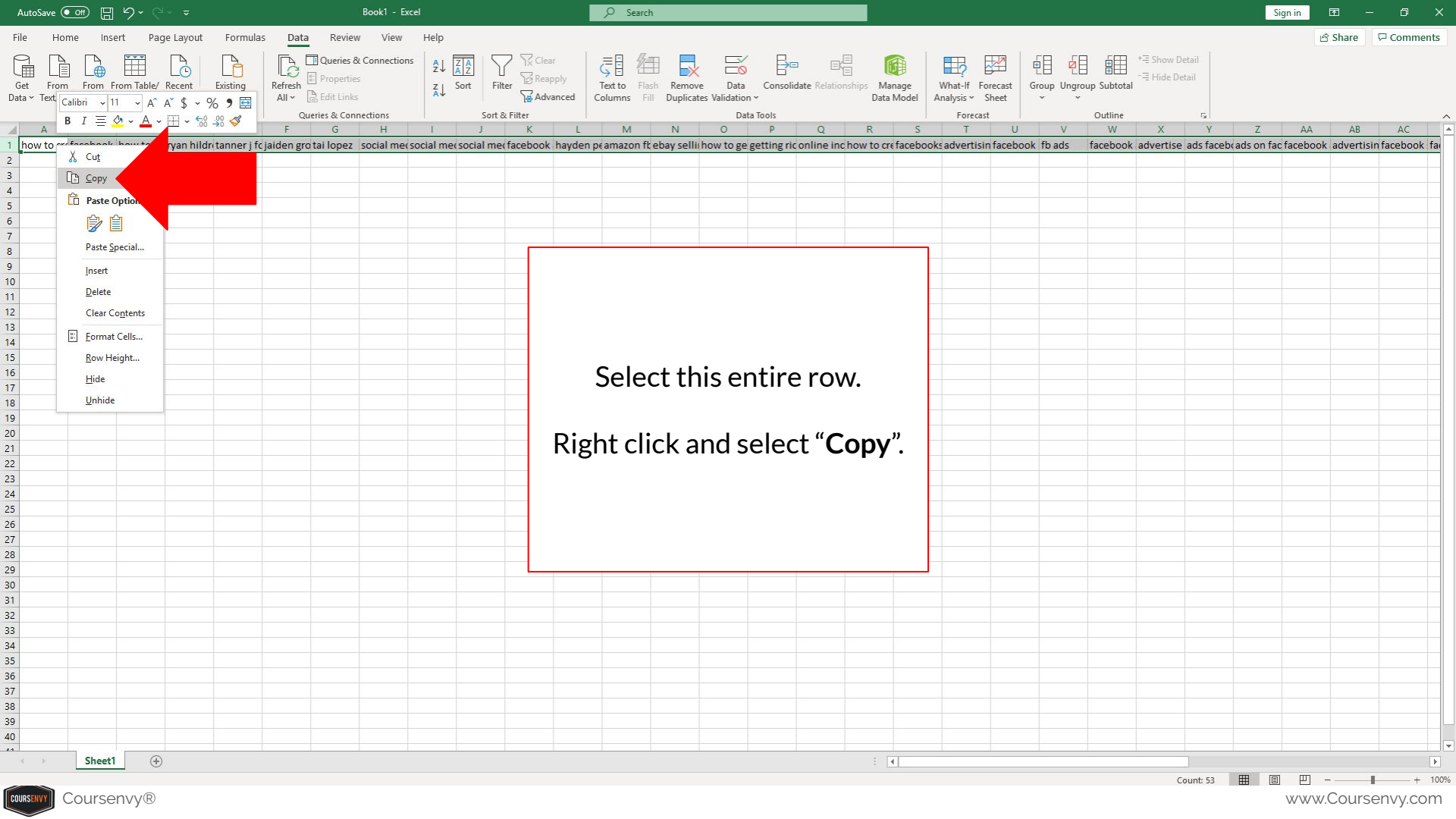
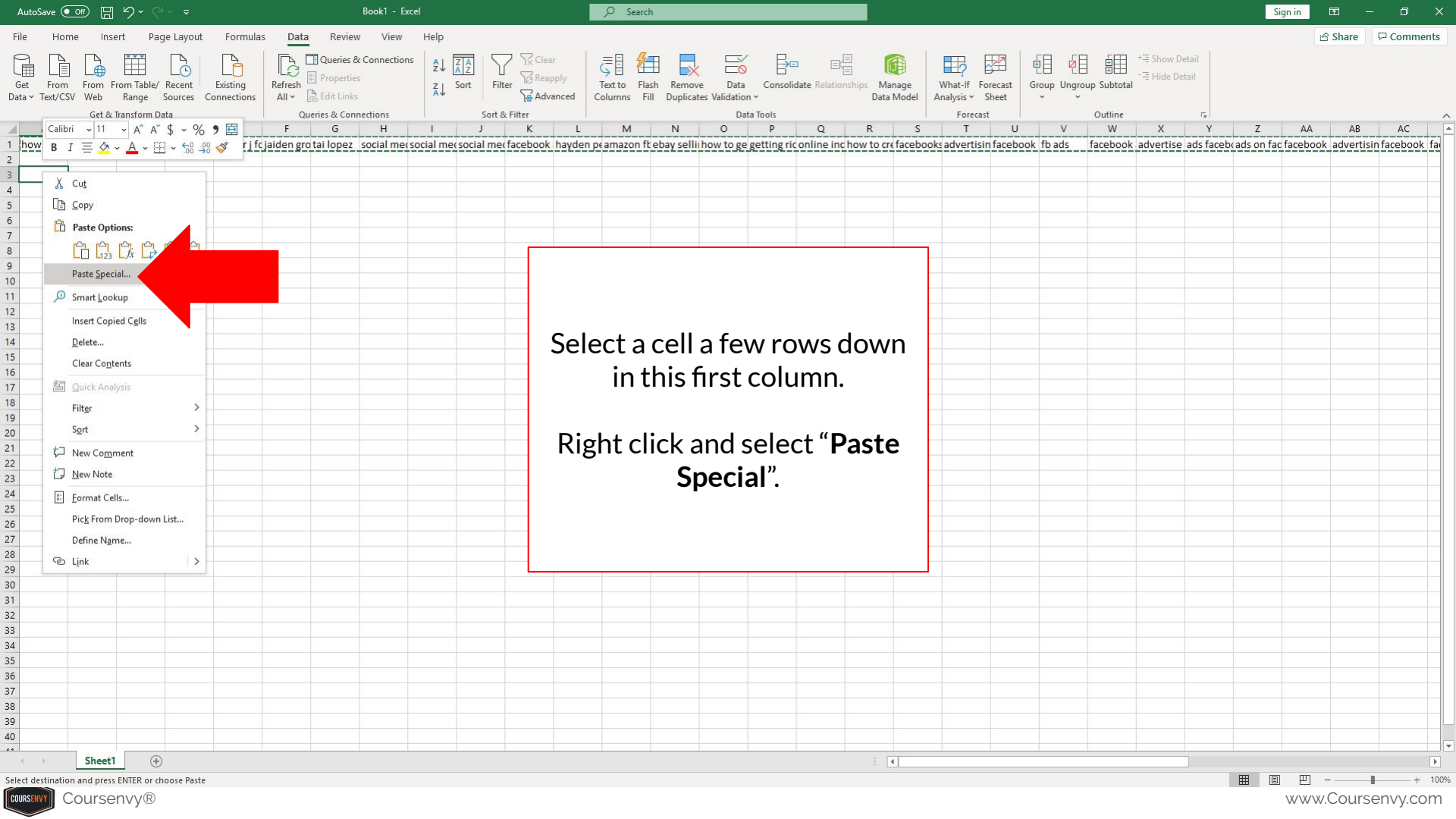

Select this entire row.
Right click and select “Copy”.


Select a cell a few rows down in this first column.
Right click and select “Paste Special”.
Cut
Copy
Paste Options:
Paste Special...
Smart Lookup
Insert Copied Cells
Delete...
Clear Contents
Quick Analysis
Filter
Sort
New Comment
New Note
Format Cells...
Pick From Drop-down List...
Define Name...
Link
Sheet1
Select destination and press ENTER or choose Paste
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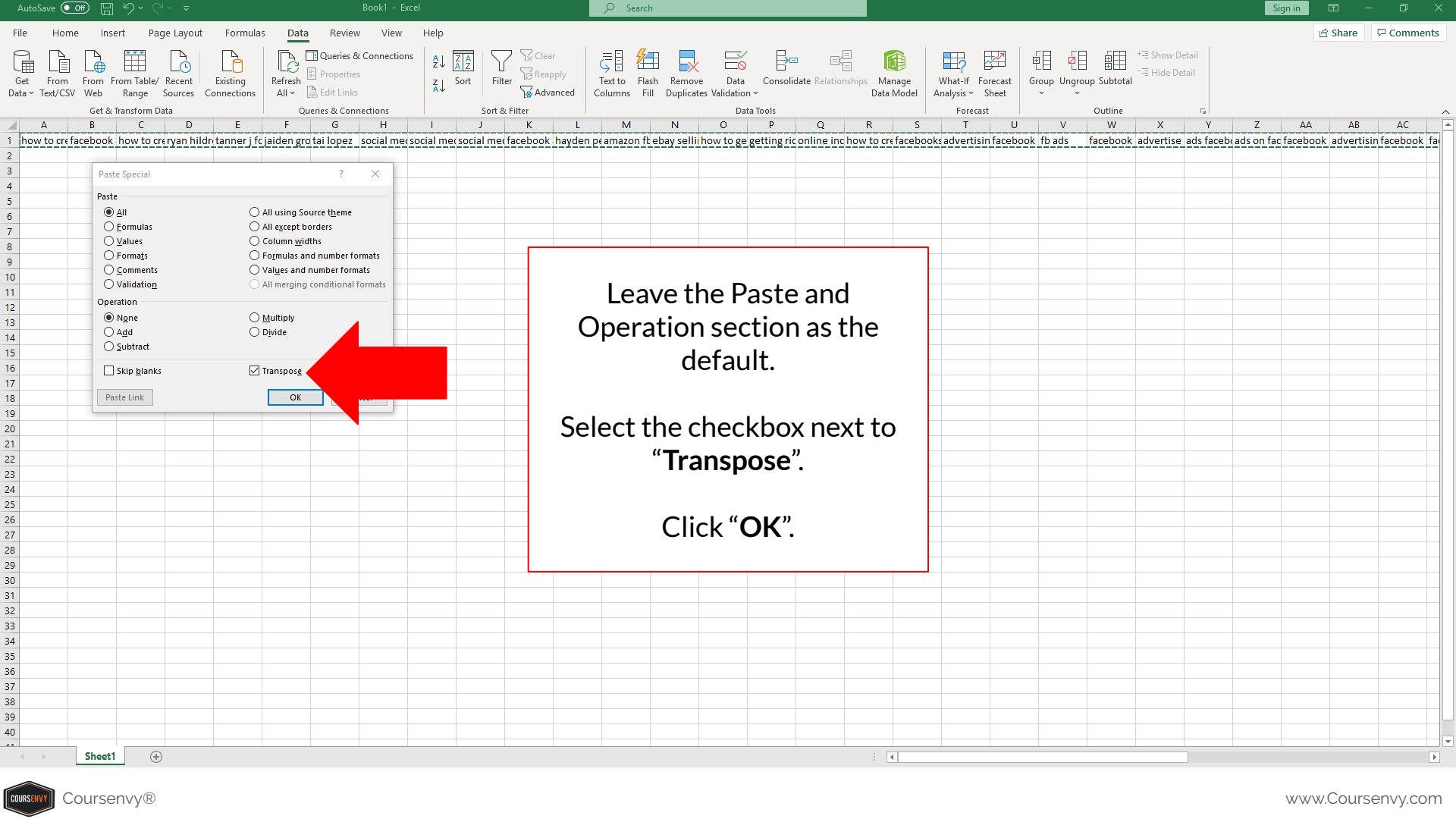
Paste Special
Paste
All
Formulas
Values
Formats
Comments
Validation
All using Source theme
All except borders
Column widths
Formulas and number formats
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All merging conditional formats
Operation
None
Add
Subtract
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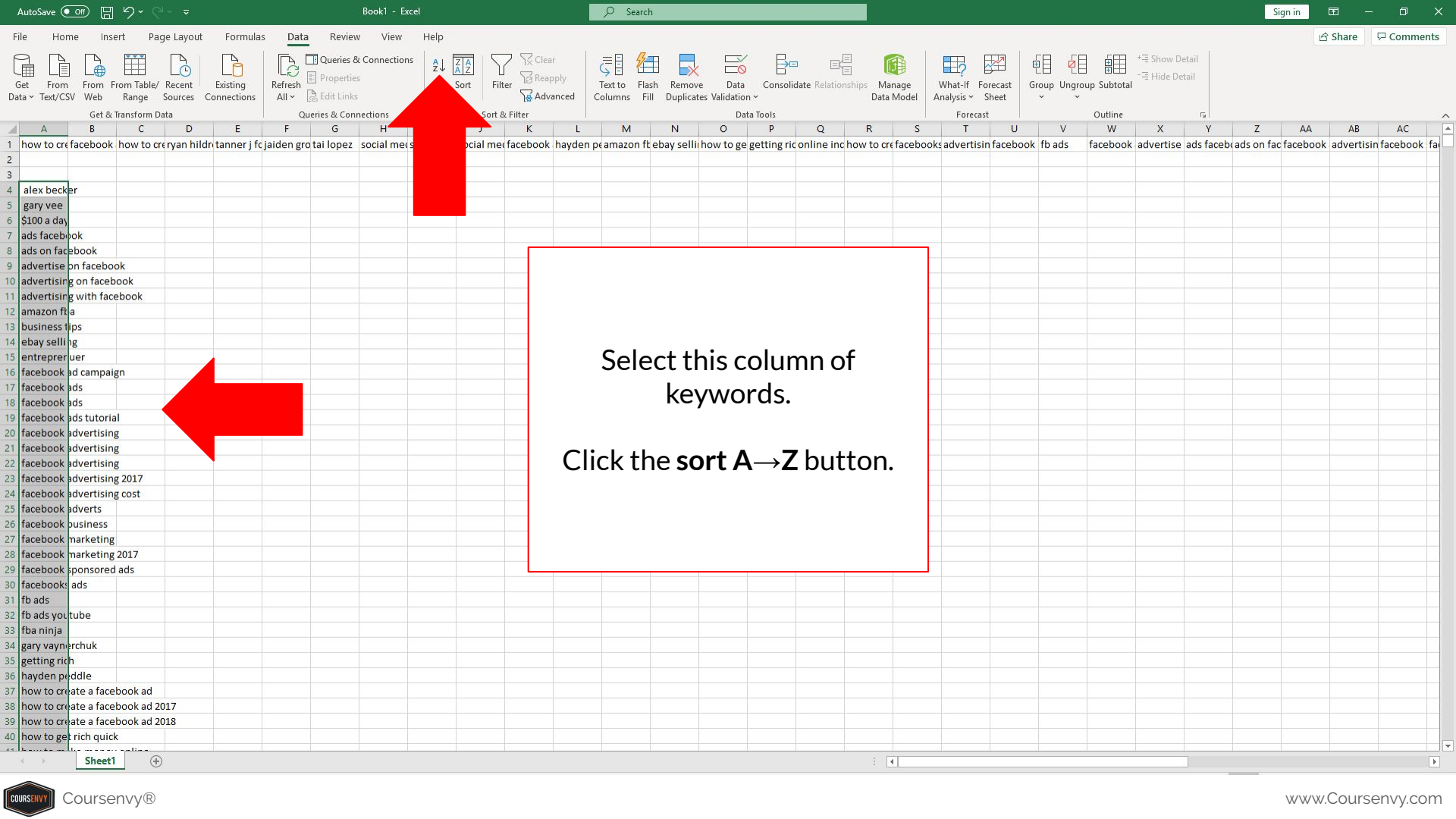
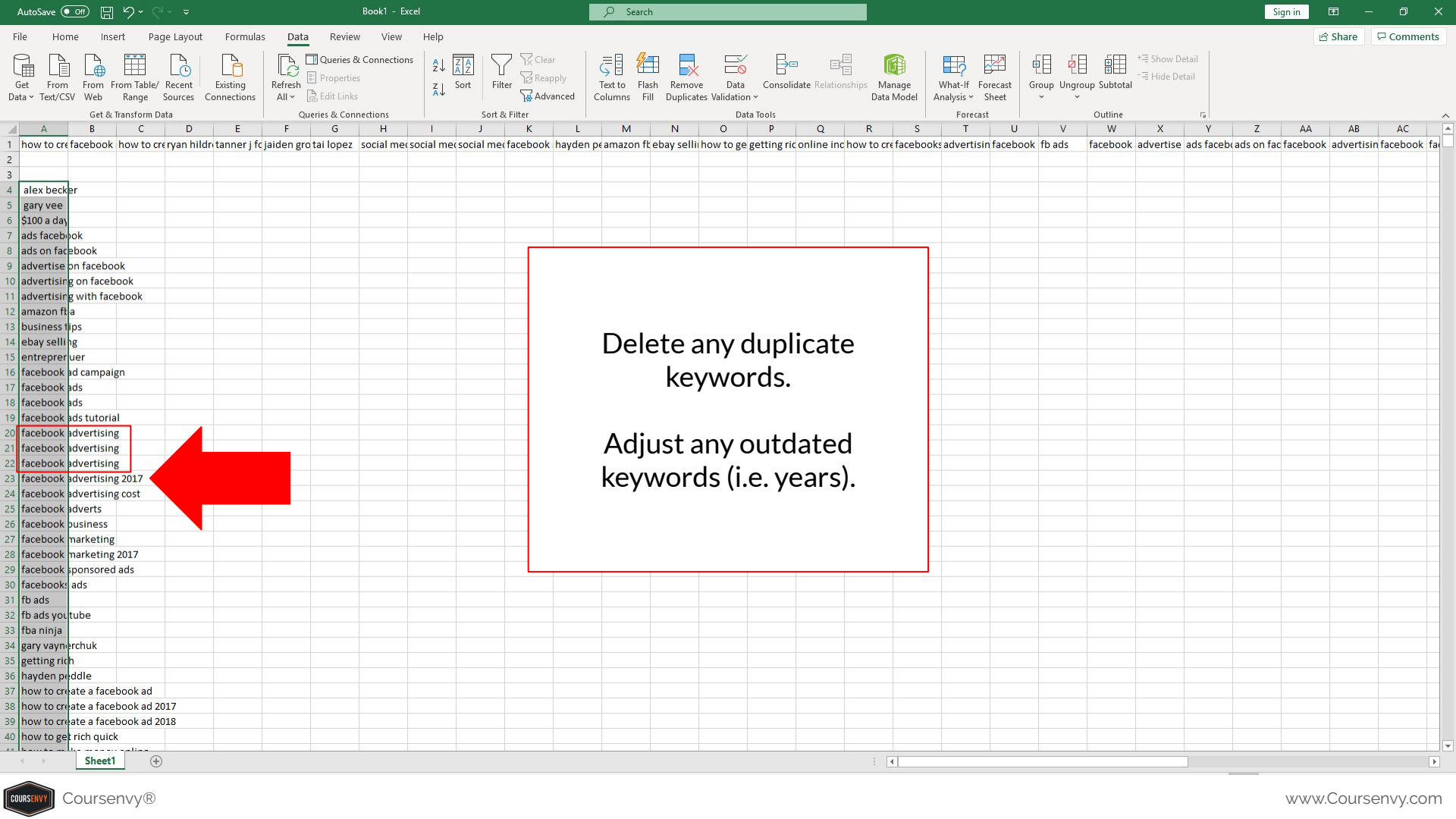
Transpose
Paste Link
OK
Leave the Paste and Operation section as the default.
Select the checkbox next to "Transpose".
Click "OK".
Sheet1


Select this column of keywords.
Click the **sort A→Z** button.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	how to cre	facebook	how to cre	ryan hildr	tanner j fc	jaiden gro	tai lopez	social mec	social mec	social mec	facebook	hayden pe	amazon fb	ebay selli	how to ge	getting ric	online inc	how to cre	facebooks	advertisin	facebook	fb ads	facebook	advertise	ads faceb	ads on fac	facebook	advertisin	facebook	fa
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5	gary vee																												
6	$100 a day																												
7	ads facebook																												
8	ads on facebook																												
9	advertise on facebook																												
10	advertising on facebook																												
11	advertising with facebook																												
12	amazon fba																												
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14	ebay selling																												
15	entrepreneuer																												
16	facebook ad campaign																												
17	facebook ads																												
18	facebook ads																												
19	facebook ads tutorial																												
20	facebook advertising																												
21	facebook advertising																												
22	facebook advertising																												
23	facebook advertising 2017																												
24	facebook advertising cost																												
25	facebook adverts																												
26	facebook business																												
27	facebook marketing																												
28	facebook marketing 2017																												
29	facebook sponsored ads																												
30	facebooks ads																												
31	fb ads																												
32	fb ads youtube																												
33	fba ninja																												
34	gary vaynerchuk																												
35	getting rich																												
36	hayden peddle																												
37	how to create a facebook ad																												
38	how to create a facebook ad 2017																												
39	how to create a facebook ad 2018																												
40	how to get rich quick																												

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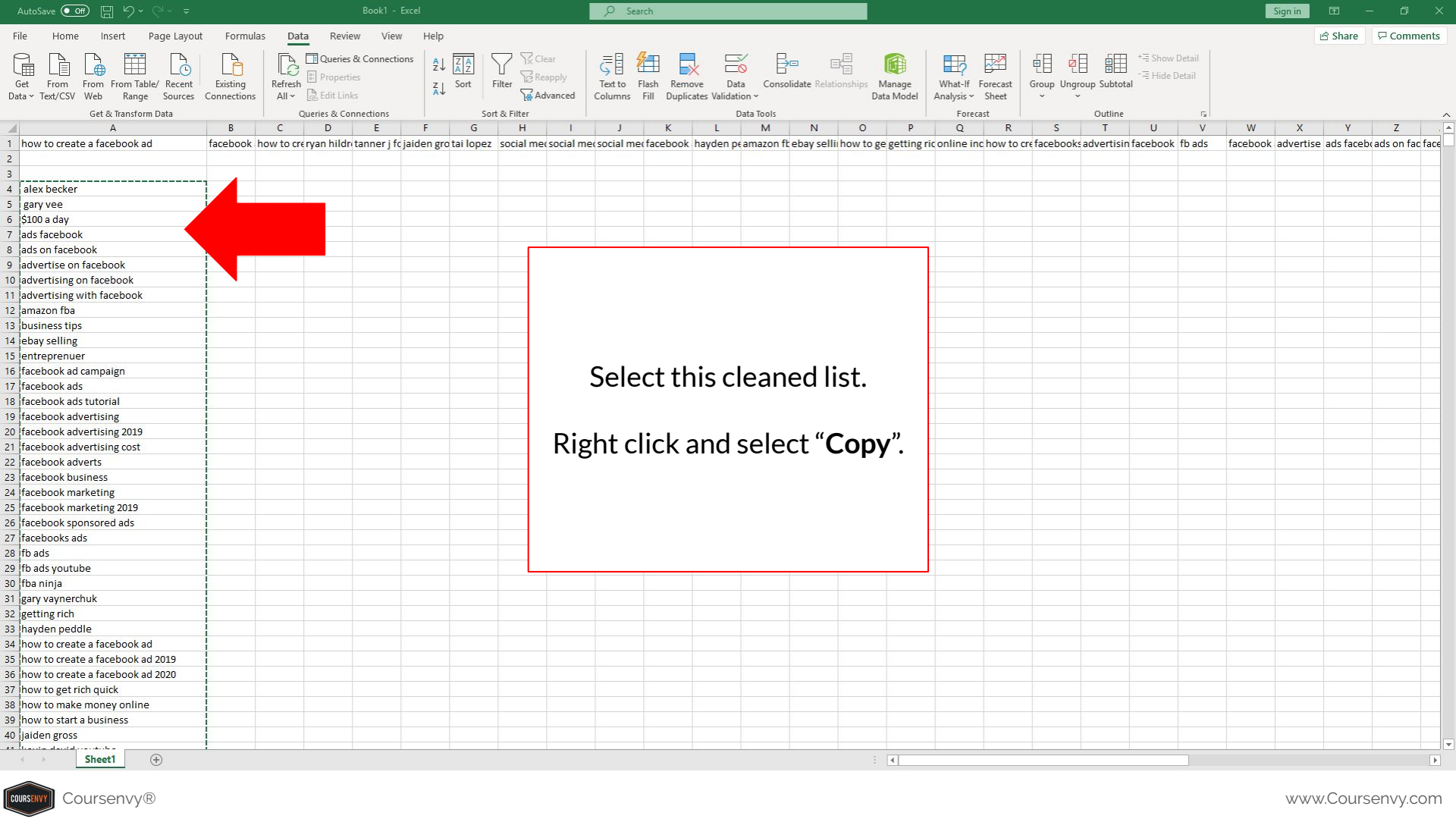
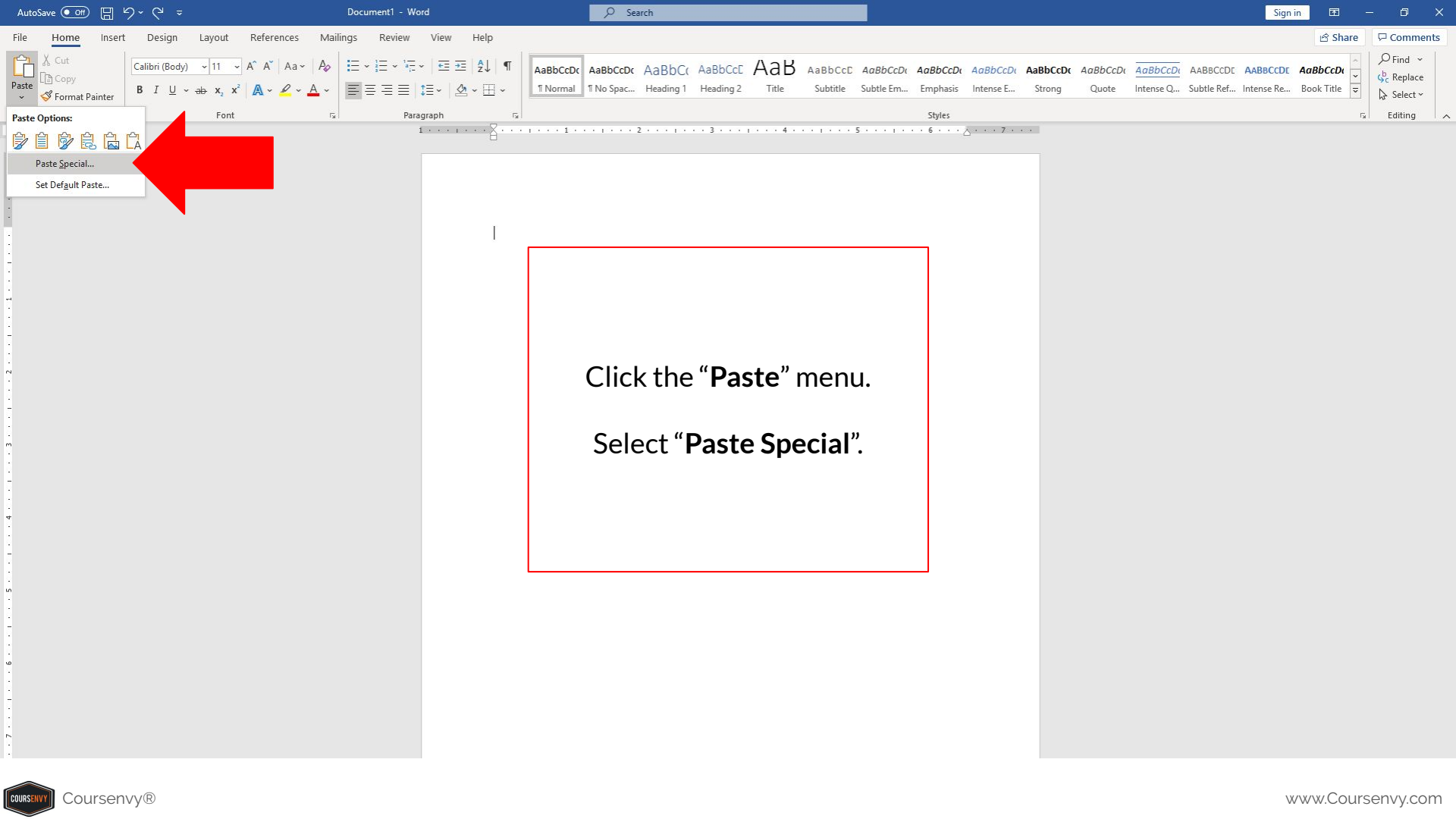
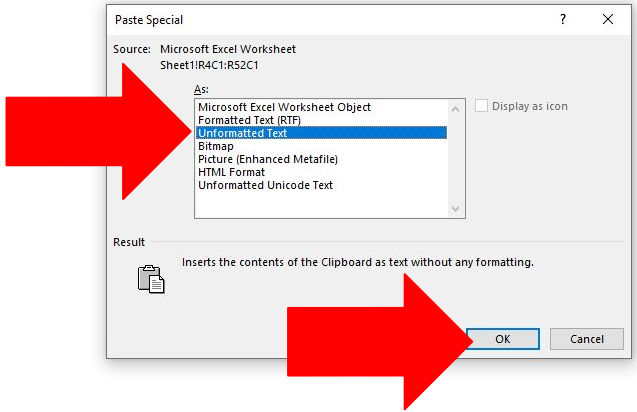
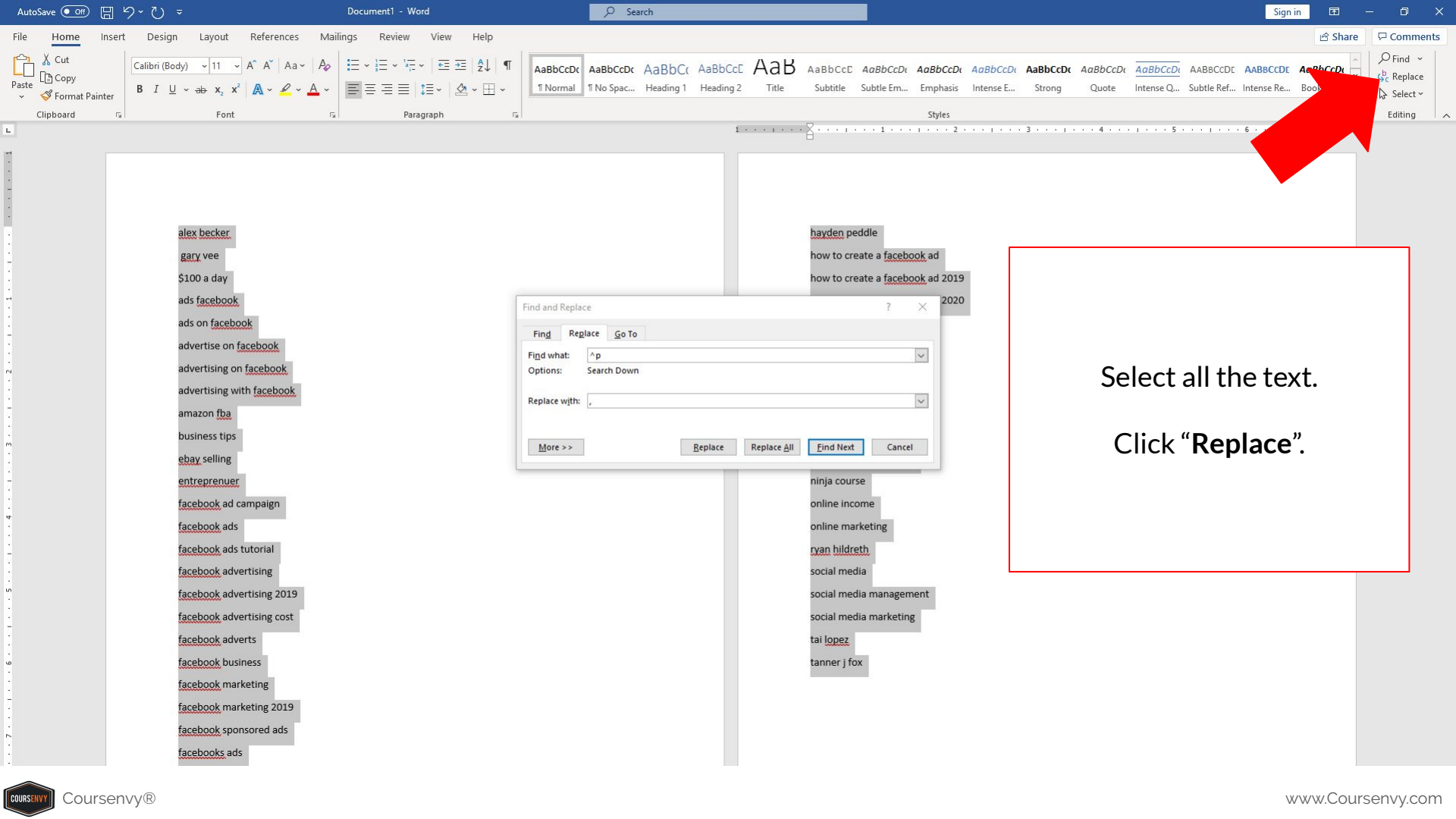

Select this cleaned list.
Right click and select “**Copy**”.


AutoSave
Document1 - Word
Search
Sign in
File
Home
Insert
Design
Layout
References
Mailings
Review
View
Help
Share
Comments
Paste
Cut
Copy
Format Painter
Calibri (Body)
11
Font
Paragraph
Styles
Find
Replace
Select
Editing
Paste Options:
Paste Special...
Set Default Paste...
Click the “Paste” menu.
Select “Paste Special”.

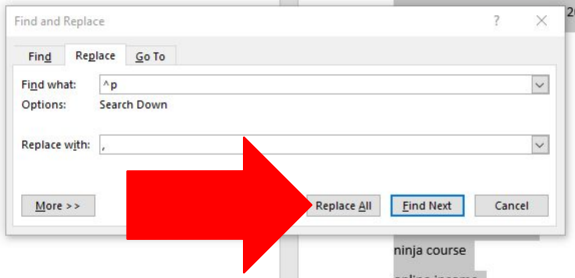


Select “**Unformatted Text**”.

Click “**OK**”.


alex becker
gary vee
$100 a day
ads facebook
ads on facebook
advertise on facebook
advertising on facebook
advertising with facebook
amazon fba
business tips
ebay selling
entreprenuer
facebook ad campaign
facebook ads
facebook ads tutorial
facebook advertising
facebook advertising 2019
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
facebook sponsored ads
facebooks ads
hayden peddle
how to create a facebook ad
how to create a facebook ad 2019
2020
ninja course
online income
online marketing
ryan hildreth
social media
social media management
social media marketing
tai lopez
tanner j fox
Find and Replace
Find
Replace
Go To
Find what:
^p
Options:
Search Down
Replace with:
,
More >>
Replace
Replace All
Find Next
Cancel
Select all the text.
Click “Replace”.

alex becker
gary vee
$100 a day
ads facebook
ads on facebook
advertise on facebook
advertising on facebook
advertising with facebook
amazon fba
business tips
ebay selling
entreprenuer
facebook ad campaign
facebook ads
facebook ads tutorial
facebook advertising
facebook advertising 2019
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
facebook sponsored ads
facebooks ads



hayden peddle
how to create a facebook ad
how to create a facebook ad 2019
2020
ninja course
online income
online marketing
ryan hildreth
social media
social media management
social media marketing
tai lopez
tanner j fox

Enter **^p** in the "Find what" field.

Enter **,** in the "Replace with" field.

Click "**Replace All**".

alex becker, gary vee,$100 a day,ads facebook,ads on facebook,advertise on facebook,advertising on facebook,advertising with facebook,amazon fba,business tips,ebay selling,entreprenuer,facebook ad campaign,facebook ads,facebook ads tutorial,facebook advertising,facebook advertising 2019,facebook advertising cost,facebook adverts,facebook business,facebook marketing,facebook marketing 2019,facebook sponsored ads,facebooks ads,fb ads,fb ads youtube,fba ninja,gary vaynerchuk,getting rich,hayden peddle,how to create a facebook ad,how to create a facebook ad 2019,how to create a facebook ad 2020,how to get rich quick,how to make money online,how to start a business,jaiden gross,kevin david youtube,marketing facebook,marketing on facebook,ninja course,online income,online marketing,ryan hildreth,social media,social media management,social media marketing,tai lopez,tanner j fox,

Select all the keywords.

Right click and select “**Copy**”.

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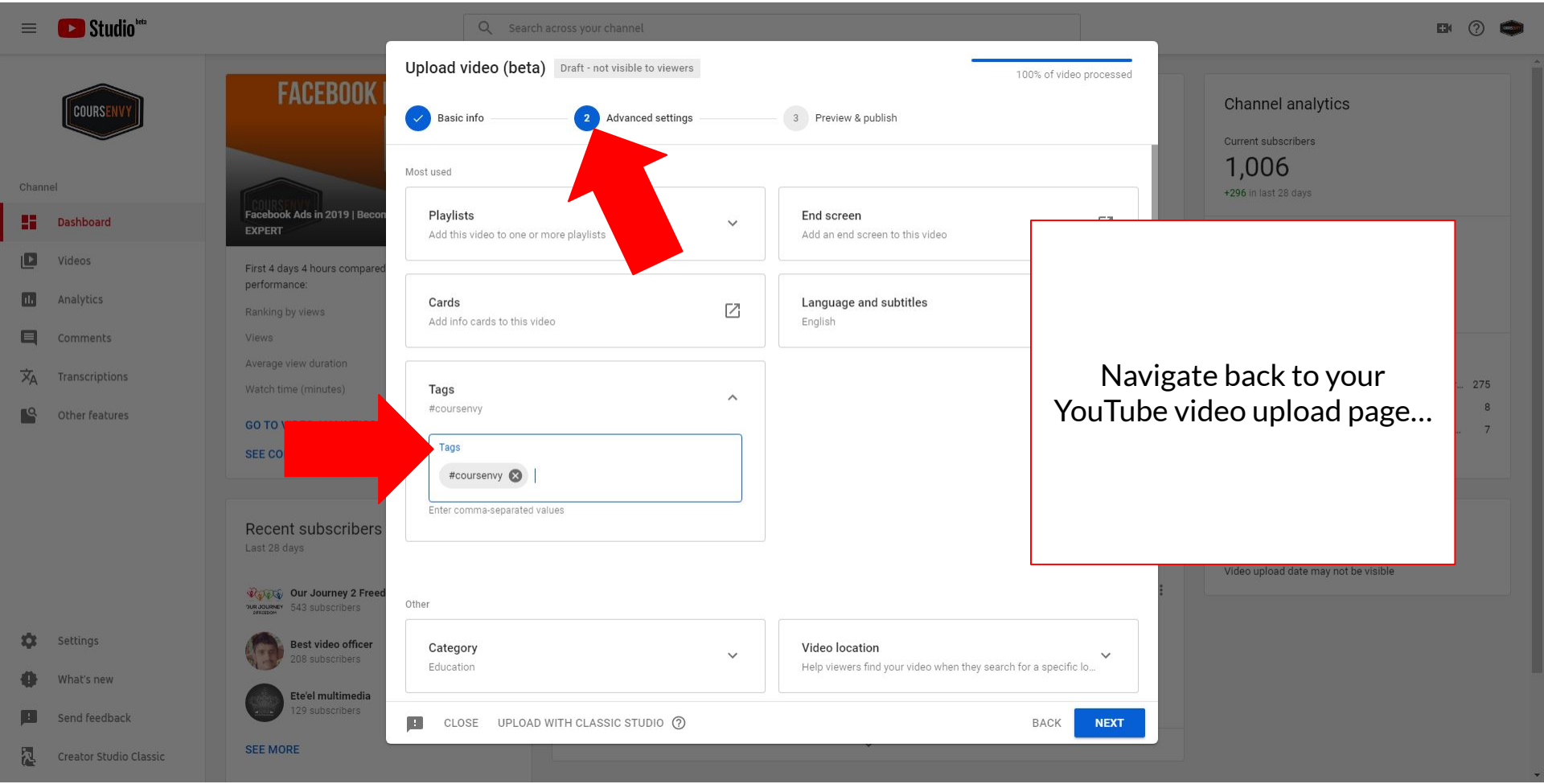
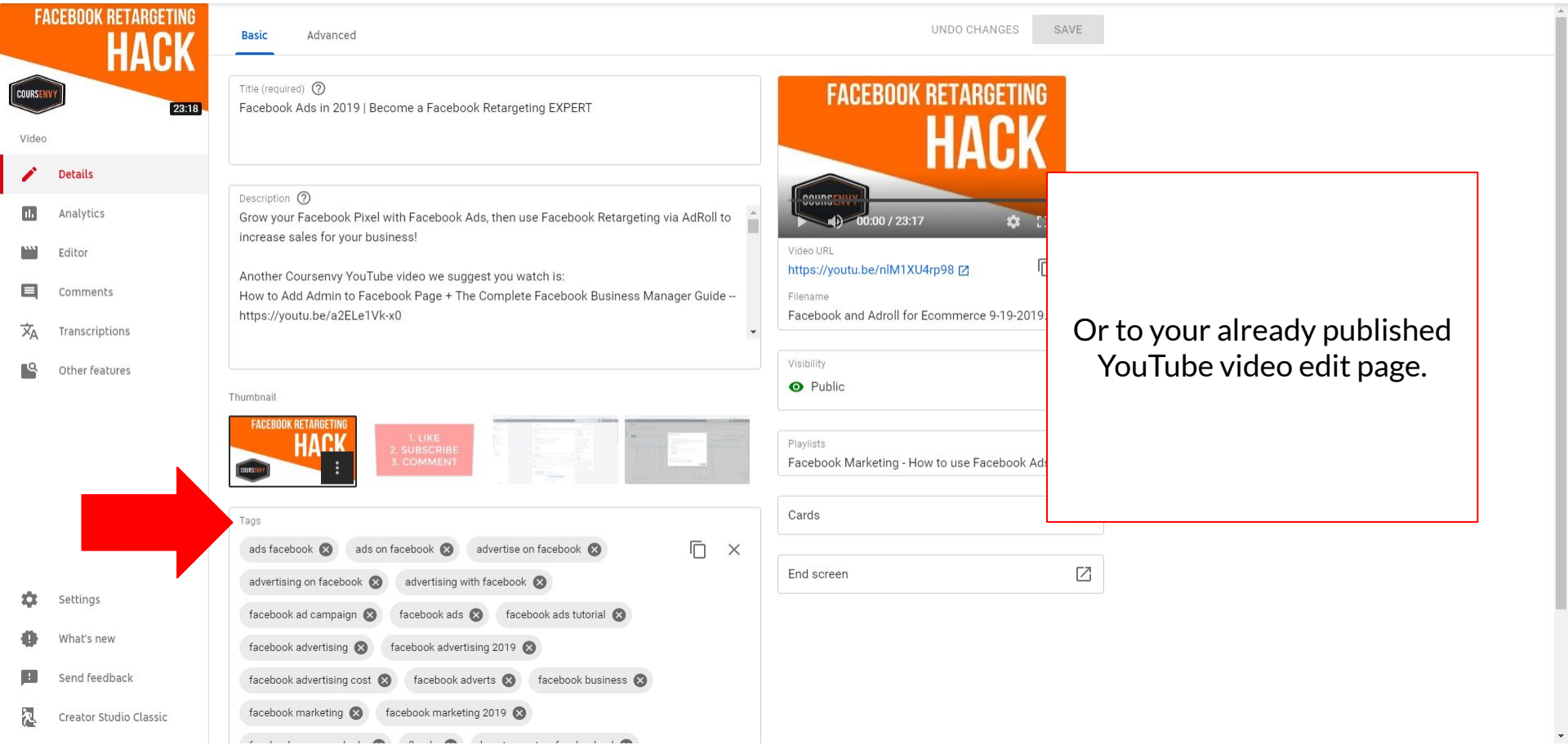
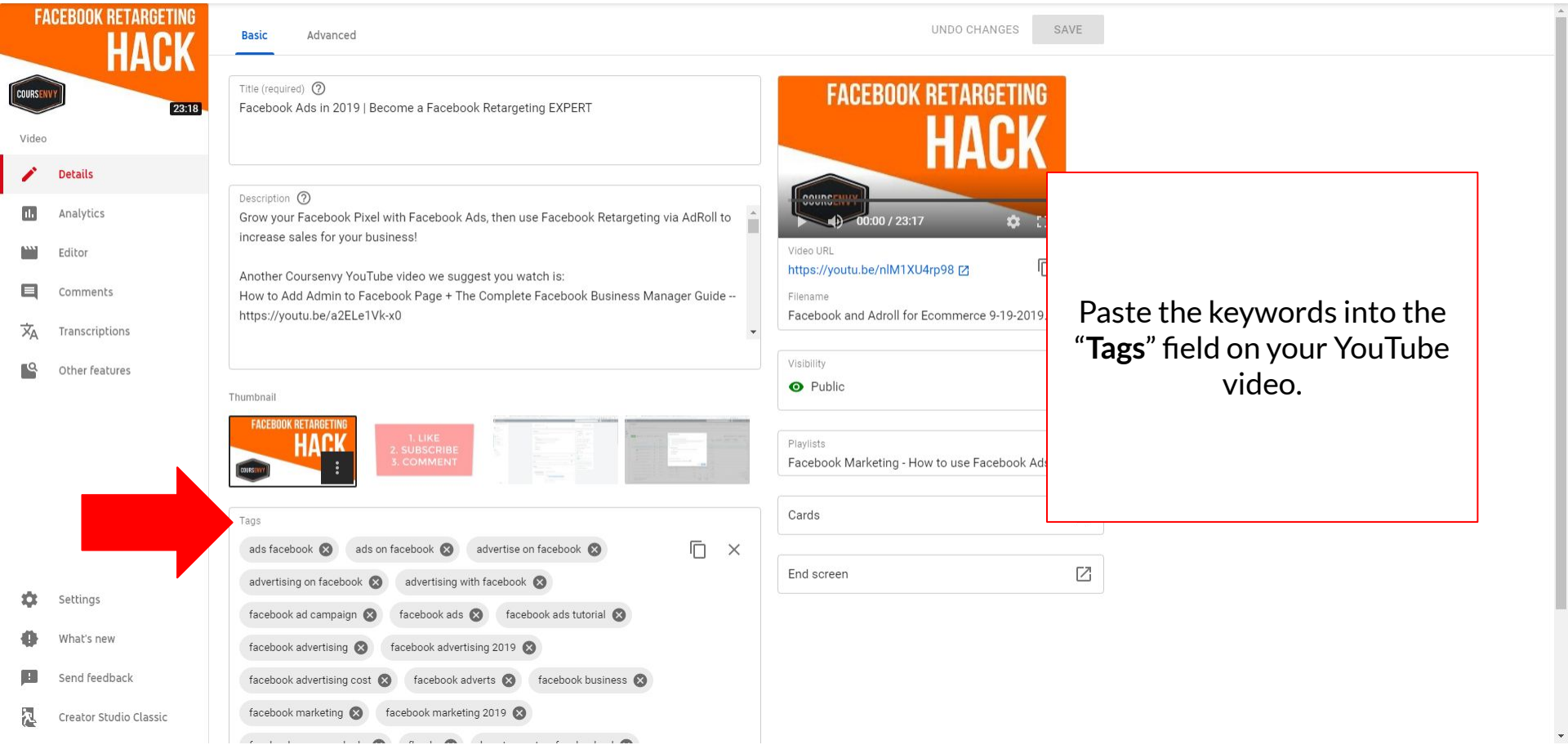

Upload video (beta)
Draft - not visible to viewers
100% of video processed
Basic info
2
Advanced settings
3
Preview & publish
Most used
Playlists
Add this video to one or more playlists
End screen
Add an end screen to this video
Cards
Add info cards to this video
Language and subtitles
English
Tags
#coursenvy
Tags
#coursenvy
Enter comma-separated values
Other
Category
Education
Video location
Help viewers find your video when they search for a specific lo...
CLOSE
UPLOAD WITH CLASSIC STUDIO
BACK
NEXT
Navigate back to your YouTube video upload page…

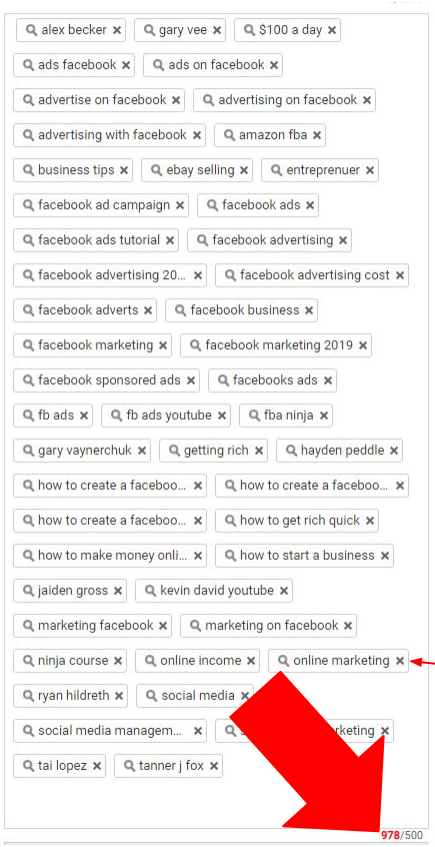


Or to your already published YouTube video edit page.



Paste the keywords into the "**Tags**" field on your YouTube video.

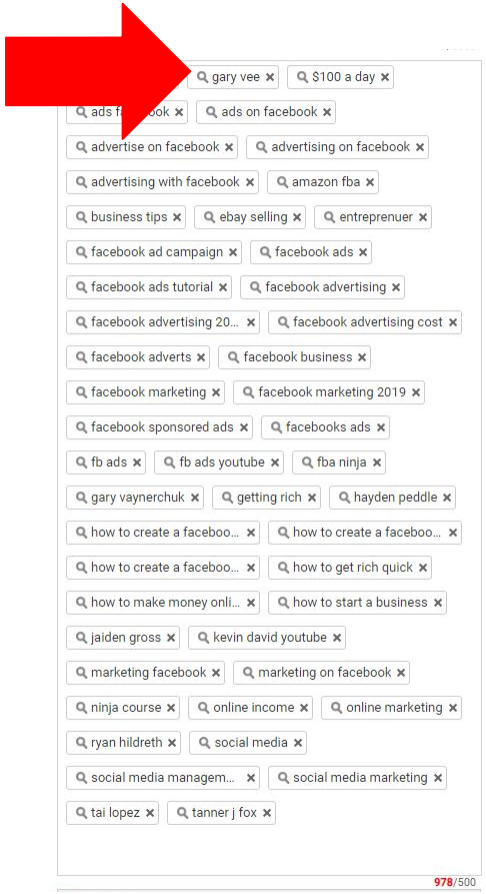
Remove **repetitive** and **irrelevant** keywords until your Tag field character total is under 500.



Click the “x” next to keywords to remove them.

Remove any trademarked words or brand names.

Some people swear by using other YouTube channel names in their **Tags**, but this is something I don't advise as it is a grey area of YouTube terms/policy (feel free to test on your own channel at your own risk).

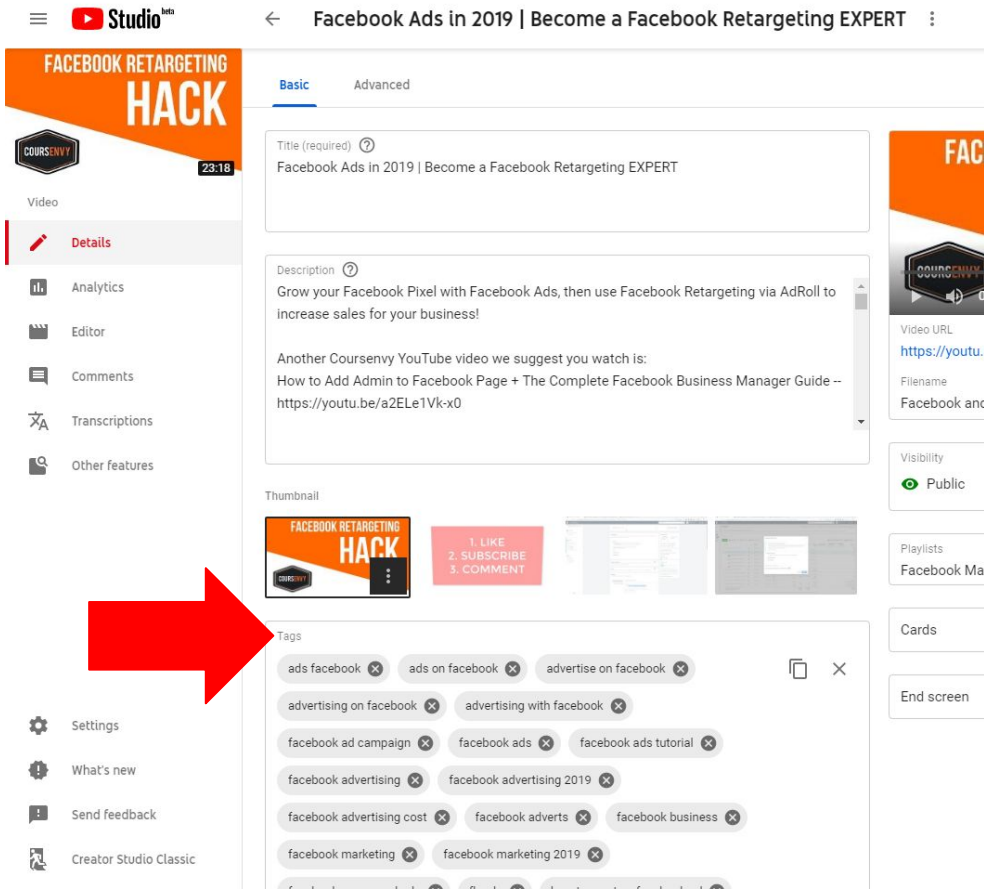


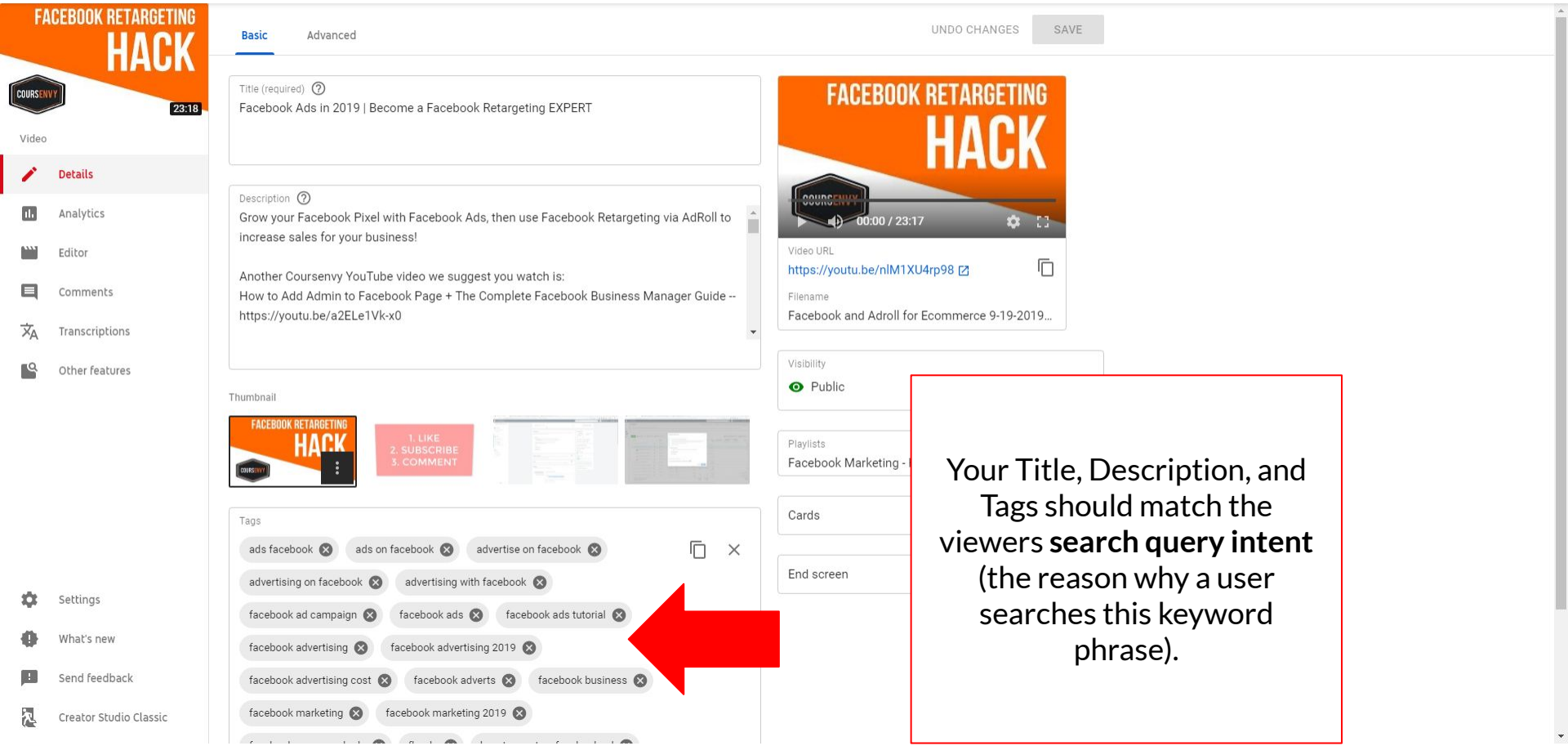
The YouTube Tags field is also a great place to include misspellings of your search terms.

EXAMPLE: "**face book ads**"

Keyword Theme

- Try to have an overall “theme” to your keywords used so they are ALL very relevant to the video. I see much better SEO when I am laser focused with my Tags, such as using **long tail keyword** variations of my main target keyword.
- Too many of my clients try to rank for EVERY keyword search phrase with ONE video! Pick a **MAIN TARGET KEYWORD** and build your YouTube video SEO around that with your Title, Description, and Tags.




Studio beta
Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT
FACEBOOK RETARGETING HACK
23:18
Video
Details
Analytics
Editor
Comments
Transcriptions
Other features
Settings
What's new
Send feedback
Creator Studio Classic
Basic
Advanced
UNDO CHANGES
SAVE
Title (required)
Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT
Description
Grow your Facebook Pixel with Facebook Ads, then use Facebook Retargeting via AdRoll to increase sales for your business!
Another Coursenvy YouTube video we suggest you watch is:
How to Add Admin to Facebook Page + The Complete Facebook Business Manager Guide -- https://youtu.be/a2ELe1Vk-x0
Thumbnail
1. LIKE
2. SUBSCRIBE
3. COMMENT
Tags
ads facebook
ads on facebook
advertise on facebook
advertising on facebook
advertising with facebook
facebook ad campaign
facebook ads
facebook ads tutorial
facebook advertising
facebook advertising 2019
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
00:00 / 23:17
Video URL
https://youtu.be/nlM1XU4rp98
Filename
Facebook and Adroll for Ecommerce 9-19-2019...
Visibility
Public
Playlists
Facebook Marketing -
Cards
End screen
Your Title, Description, and Tags should match the viewers search query intent (the reason why a user searches this keyword phrase).

Studio beta

Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT

Video

Details

Analytics

Editor

Comments

Transcriptions

Other features

Settings

What's new

Send feedback

Creator Studio Classic

Basic Advanced

UNDO CHANGES SAVE

Title (required)

Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT

Description

Grow your Facebook Pixel with Facebook Ads, then use Facebook Retargeting via AdRoll to increase sales for your business!

Another Coursenvy YouTube video we suggest you watch is:
How to Add Admin to Facebook Page + The Complete Facebook Business Manager Guide -- https://youtu.be/a2ELe1Vk-x0

Thumbnail

Tags

ads facebook | ads on facebook | advertise on facebook | advertising on facebook | advertising with facebook | facebook ad campaign | facebook ads | facebook ads tutorial | facebook advertising | facebook advertising 2019 | facebook advertising cost | facebook adverts | facebook business | facebook marketing | facebook marketing 2019

Video URL
https://youtu.be/nlM1XU4rp98

Filename
Facebook and Adroll for Ecommerce 9-19-2019...

Visibility
Public

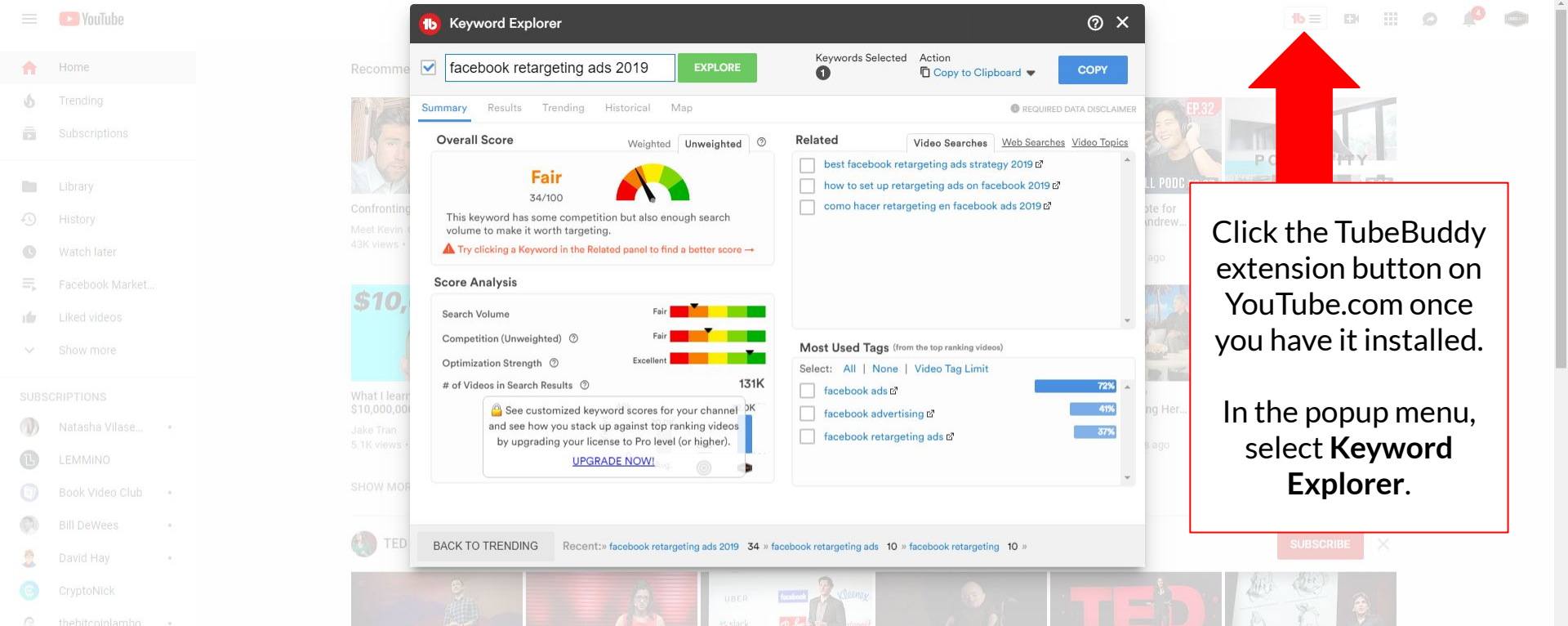
Playlists
Facebook Marketi

Cards

End screen

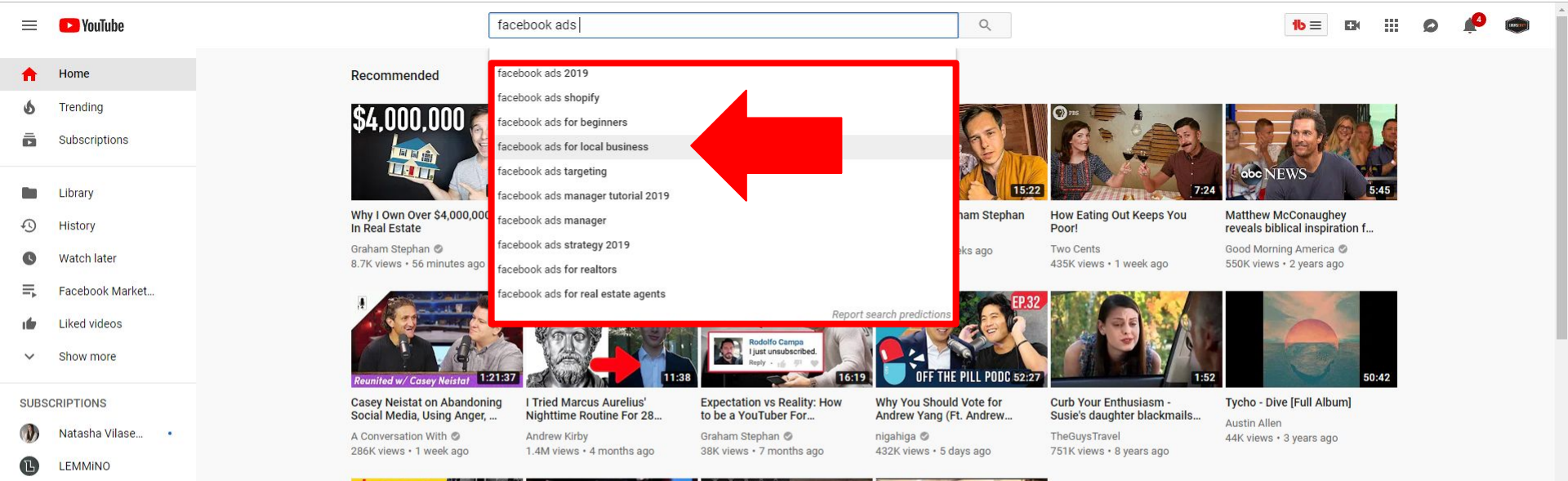
Besides just copying Tags (keywords) from other popular videos, you can also use VidIQ, TubeBuddy, YouTube/Google Search Suggest, and Google Keyword Planner to research other **high search volume** keywords.

Keyword Research → TubeBuddy Keyword Explorer



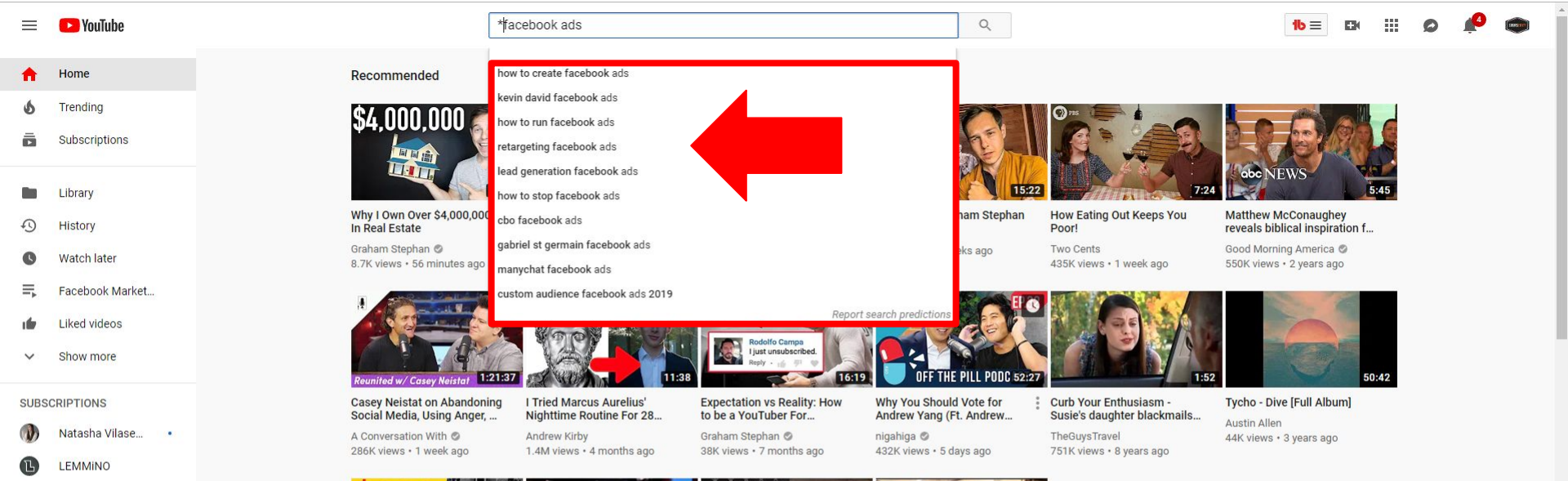
YouTube Search Suggest

- Type your main topic into the YouTube.com search bar.
- Write down all these **suggested keywords** to add to your videos Title, Description, and Tags.



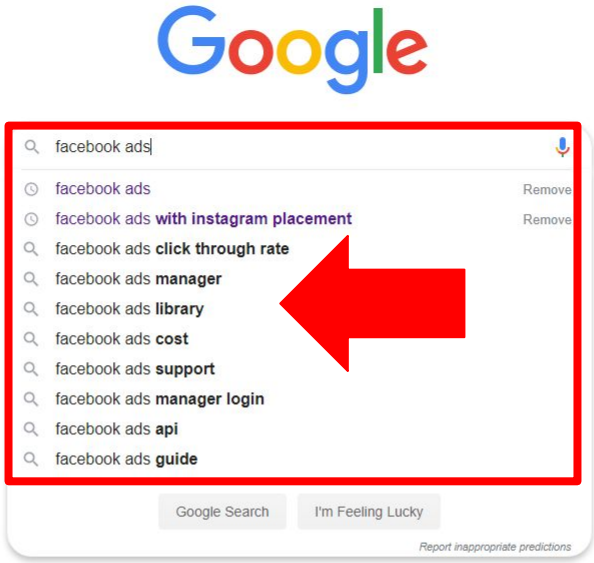
YouTube Search Suggest

- Add an asterisk before your main keyword to **add suggested words in front** of your main keyword. This is a great hack for finding LONG TAIL KEYWORDS!



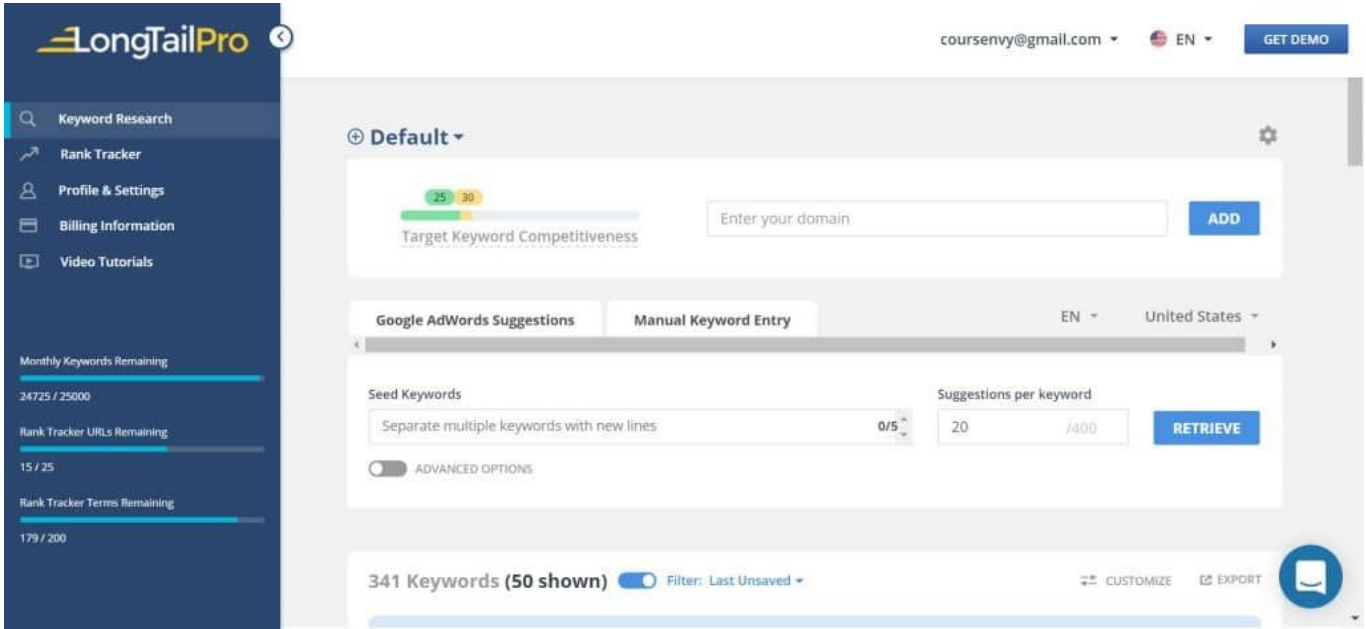
Google Search Suggest

- Type your main topic into the Google.com search bar.
- Write down all these **suggested keywords** to add to your videos Title, Description, and Tags.

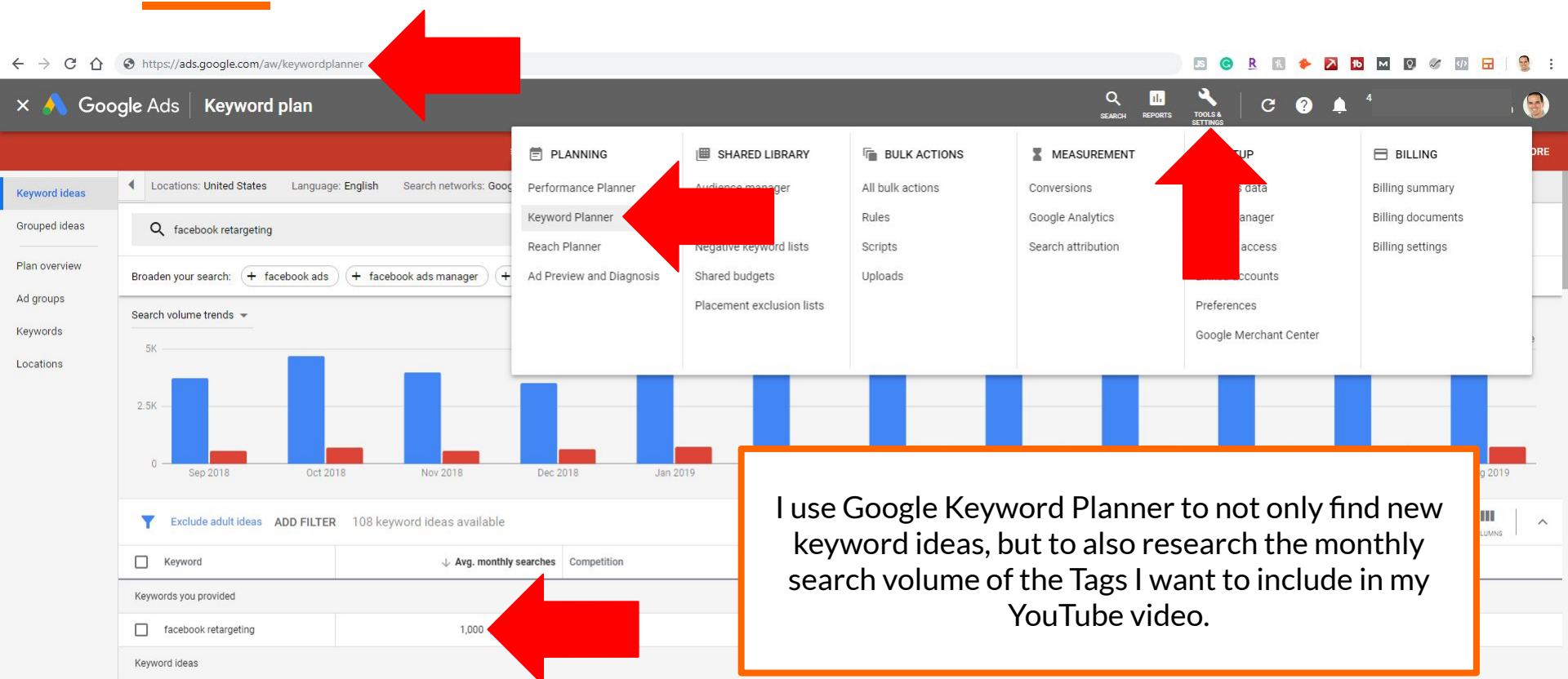


Long Tail Pro

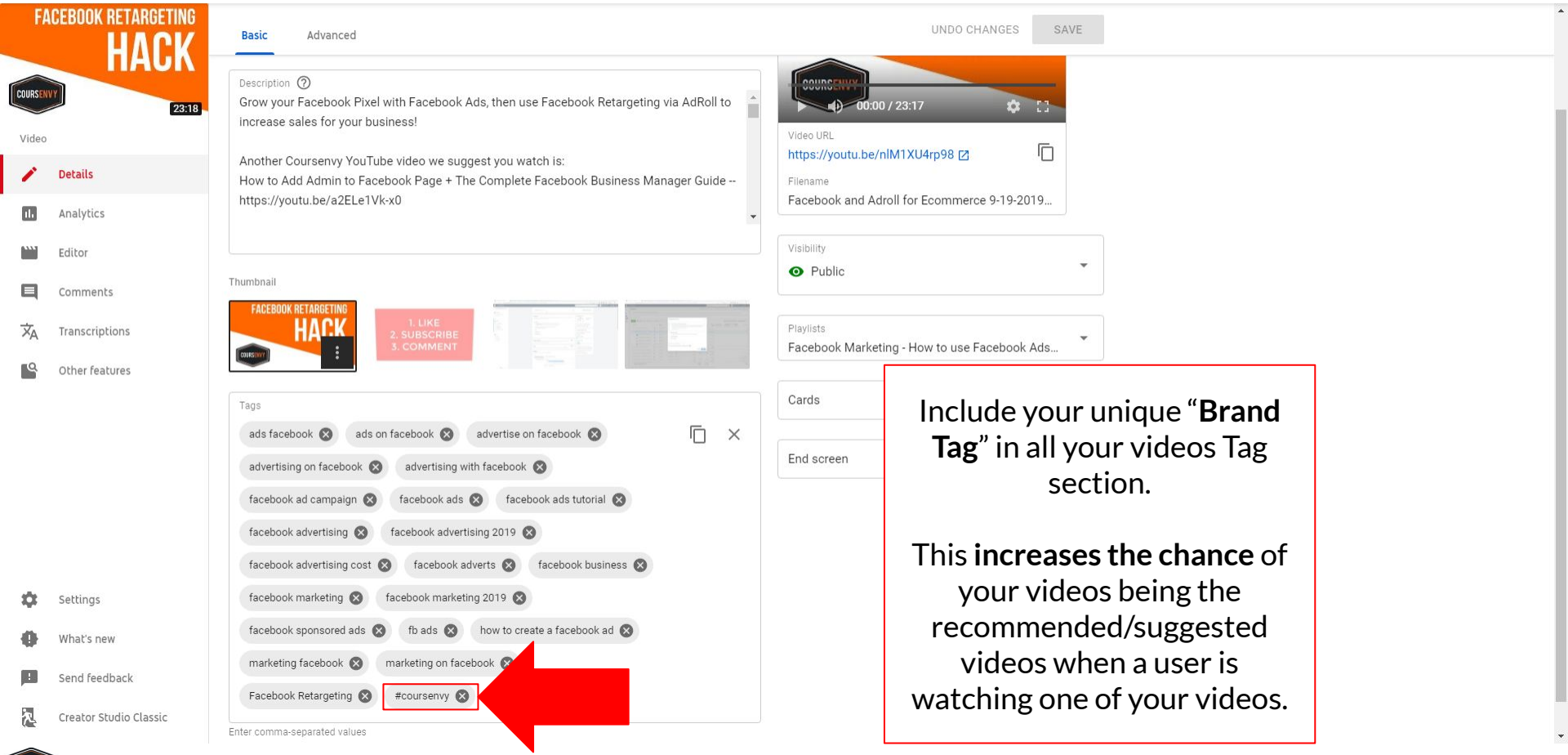
http://coursenvy.com/longtailpro



Keyword Research → Google Keyword Planner



I use Google Keyword Planner to not only find new keyword ideas, but to also research the monthly search volume of the Tags I want to include in my YouTube video.


Studio beta
Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT
FACEBOOK RETARGETING HACK
23:18
Video
Details
Analytics
Editor
Comments
Transcriptions
Other features
Settings
What's new
Send feedback
Creator Studio Classic
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UNDO CHANGES
SAVE
Description
Grow your Facebook Pixel with Facebook Ads, then use Facebook Retargeting via AdRoll to increase sales for your business!
Another Coursenvy YouTube video we suggest you watch is:
How to Add Admin to Facebook Page + The Complete Facebook Business Manager Guide -- https://youtu.be/a2ELe1Vk-x0
Thumbnail
1. LIKE
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facebook ads tutorial
facebook advertising
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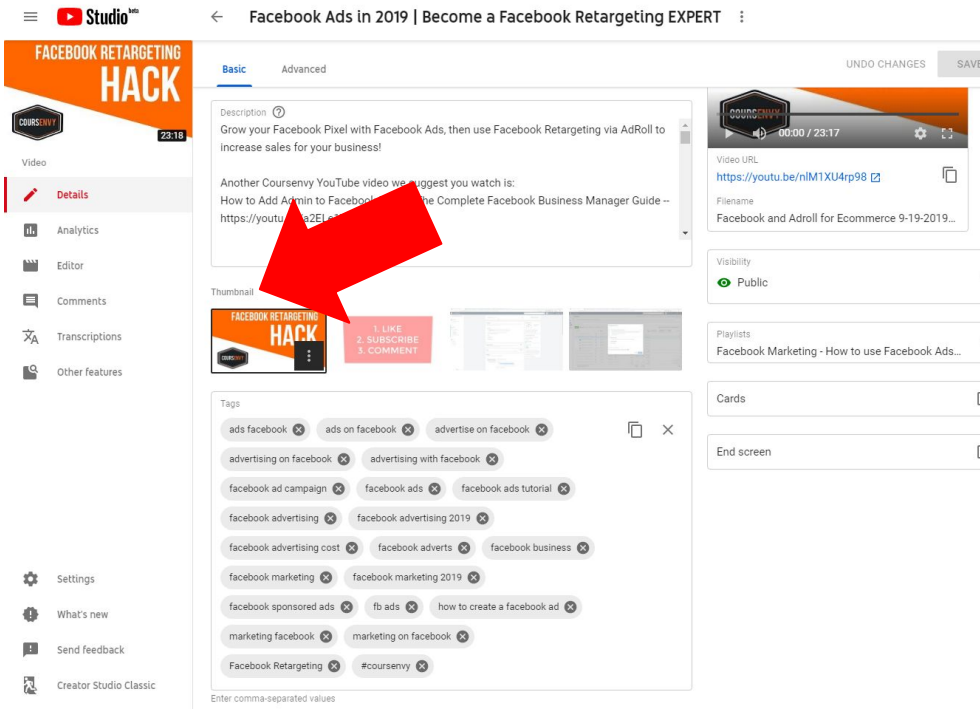
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
facebook sponsored ads
fb ads
how to create a facebook ad
marketing facebook
marketing on facebook
Facebook Retargeting
#coursenvy
Enter comma-separated values
00:00 / 23:17
Video URL
https://youtu.be/nlM1XU4rp98
Filename
Facebook and Adroll for Ecommerce 9-19-2019...
Visibility
Public
Playlists
Facebook Marketing - How to use Facebook Ads...
Cards
End screen
Include your unique "Brand Tag" in all your videos Tag section.
This increases the chance of your videos being the recommended/suggested videos when a user is watching one of your videos.

Brand Tag = Recommended/Suggested Video

YouTube Video Thumbnail

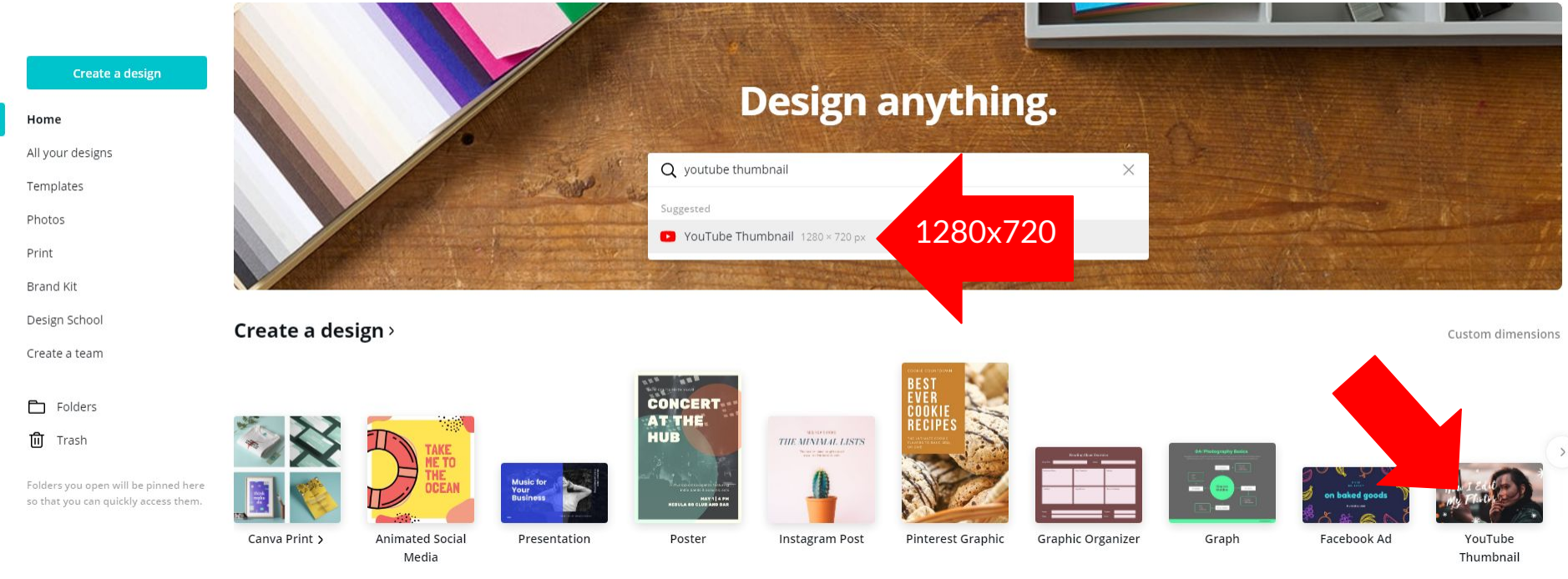
Create a custom thumbnail for your YouTube video that will appear in search engine and YouTube results.

- Make it ATTENTION GRABBING!
- STUDY highly viewed videos thumbnails. Great thumbnails increase your **Click Through Rate (CTR)**!
- Use BRIGHT colors! Eye contact!
- Include text of your key VALUE PROPOSITION and CALL TO ACTION!
- Your thumbnail should add a sense of urgency and strong emotions to your Title.

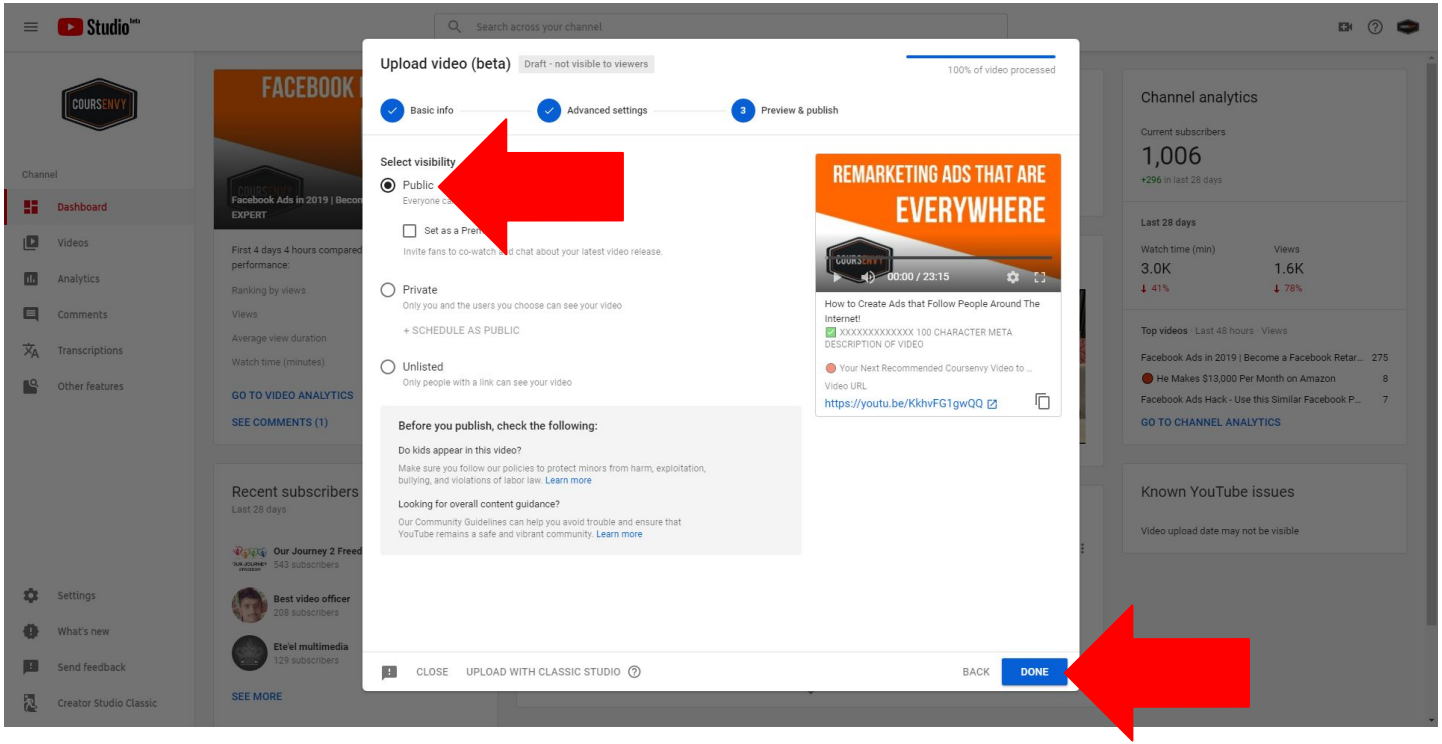


YouTube Video Thumbnail

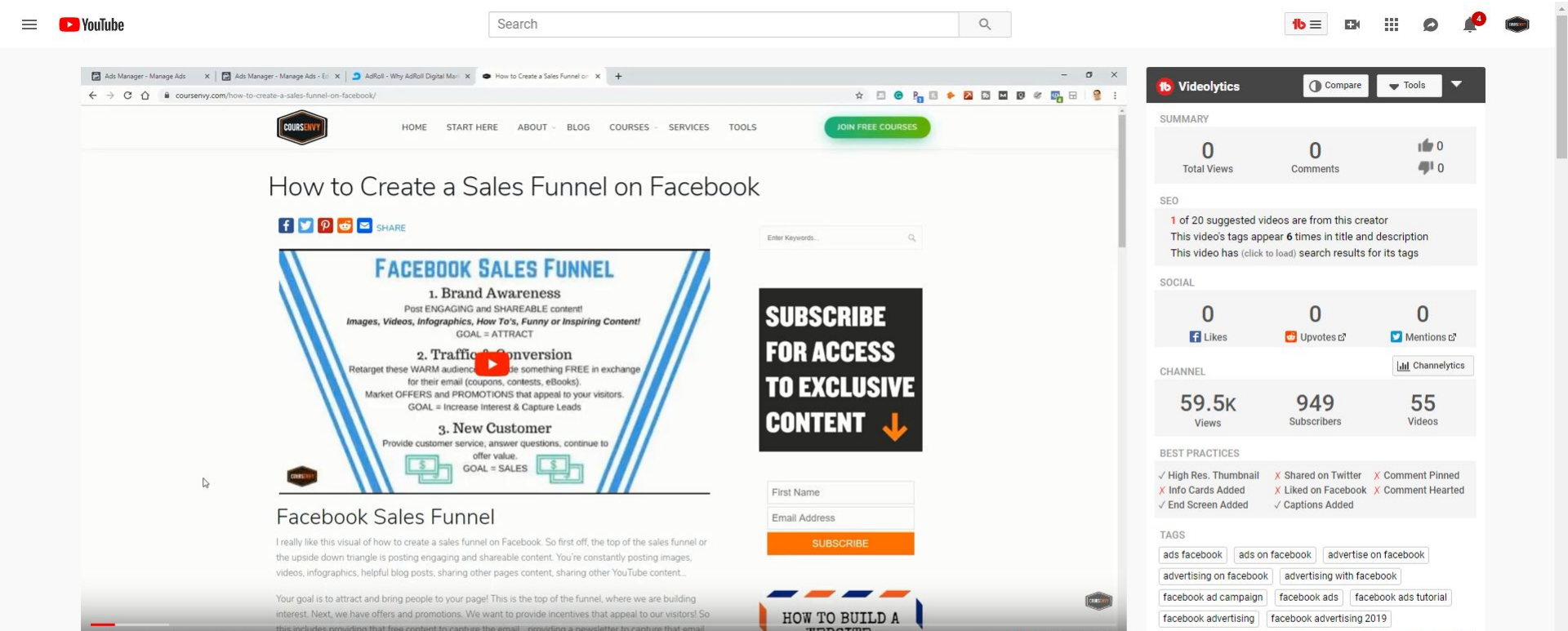
- I use the free software Canva.com for pre-built YouTube thumbnail templates!

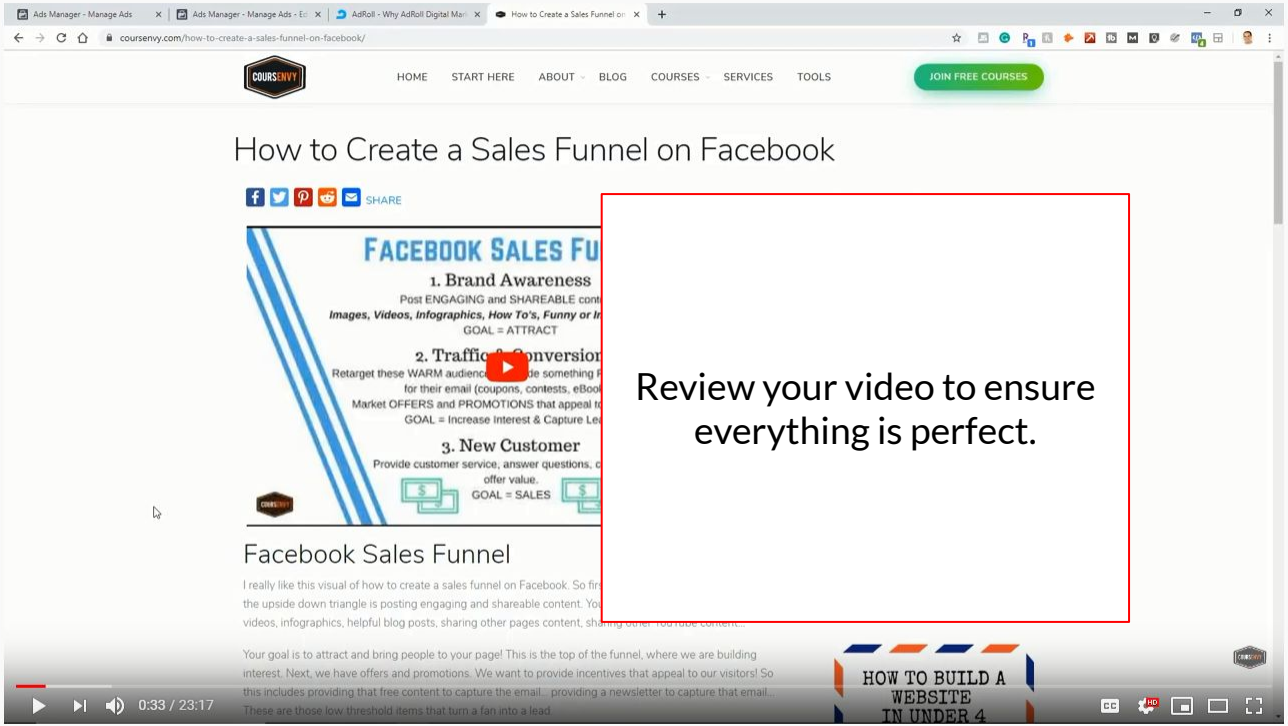


Publish Your Search Engine Optimized Video



Navigate to Your New Video URL





Review your video to ensure everything is perfect.

#Coursenvy #FacebookRetargeting

Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT

No views • Published on Sep 20, 2019

Coursenvy
949 subscribers

ANALYTICS EDIT VIDEO

Videolytics

SUMMARY
0 Total Views
0 Comments
0 0

SEO
1 of 20 suggested videos are from this creator
This video's tags appear 6 times in title and description
This video has (click to load) search results for its tags

SOCIAL
0 Likes
0 Upvotes
0 Mentions

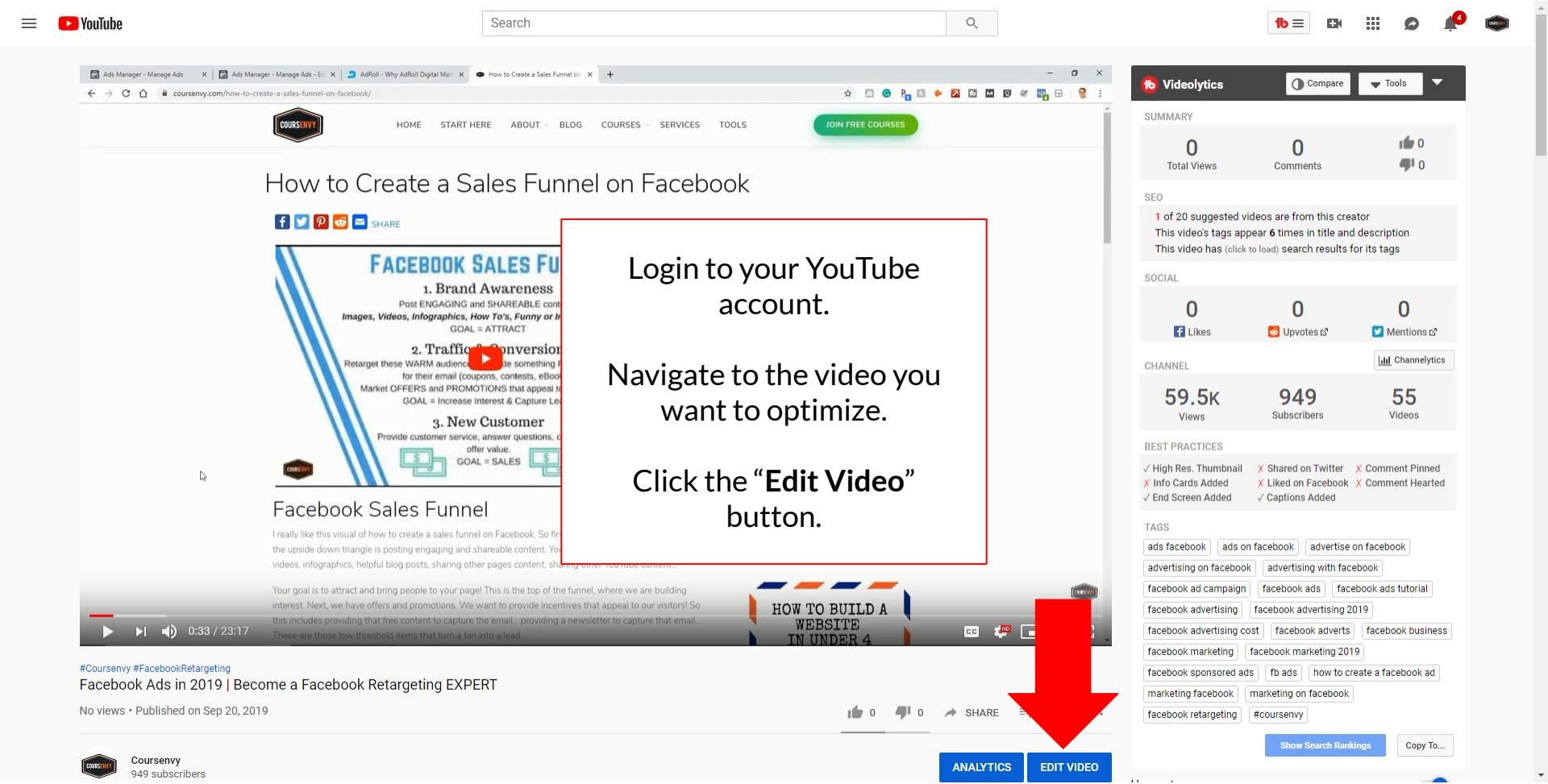
CHANNEL
59.5K Views
949 Subscribers
55 Videos

BEST PRACTICES
✓ High Res. Thumbnail
✓ Info Cards Added
✓ End Screen Added
✗ Shared on Twitter
✗ Liked on Facebook
✓ Captions Added
✗ Comment Pinned
✗ Comment Hearted

TAGS
ads facebook, ads on facebook, advertise on facebook, advertising on facebook, advertising with facebook, facebook ad campaign, facebook ads, facebook ads tutorial, facebook advertising, facebook advertising 2019, facebook advertising cost, facebook adverts, facebook business, facebook marketing, facebook marketing 2019, facebook sponsored ads, fb ads, how to create a facebook ad, marketing facebook, marketing on facebook, facebook retargeting, #coursenvy

Show Search Rankings Copy To...

Advanced YouTube SEO


Search
How to Create a Sales Funnel on Facebook
Facebook Sales Funnel
Login to your YouTube account.
Navigate to the video you want to optimize.
Click the "Edit Video" button.
Videolytics
Compare
Tools
SUMMARY
0 Total Views
0 Comments
SEO
SOCIAL
CHANNEL
59.5K Views
949 Subscribers
55 Videos
BEST PRACTICES
TAGS
ads facebook
ads on facebook
advertise on facebook
advertising on facebook
advertising with facebook
facebook ad campaign
facebook ads
facebook ads tutorial
facebook advertising
facebook advertising 2019
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
facebook sponsored ads
fb ads
how to create a facebook ad
marketing facebook
marketing on facebook
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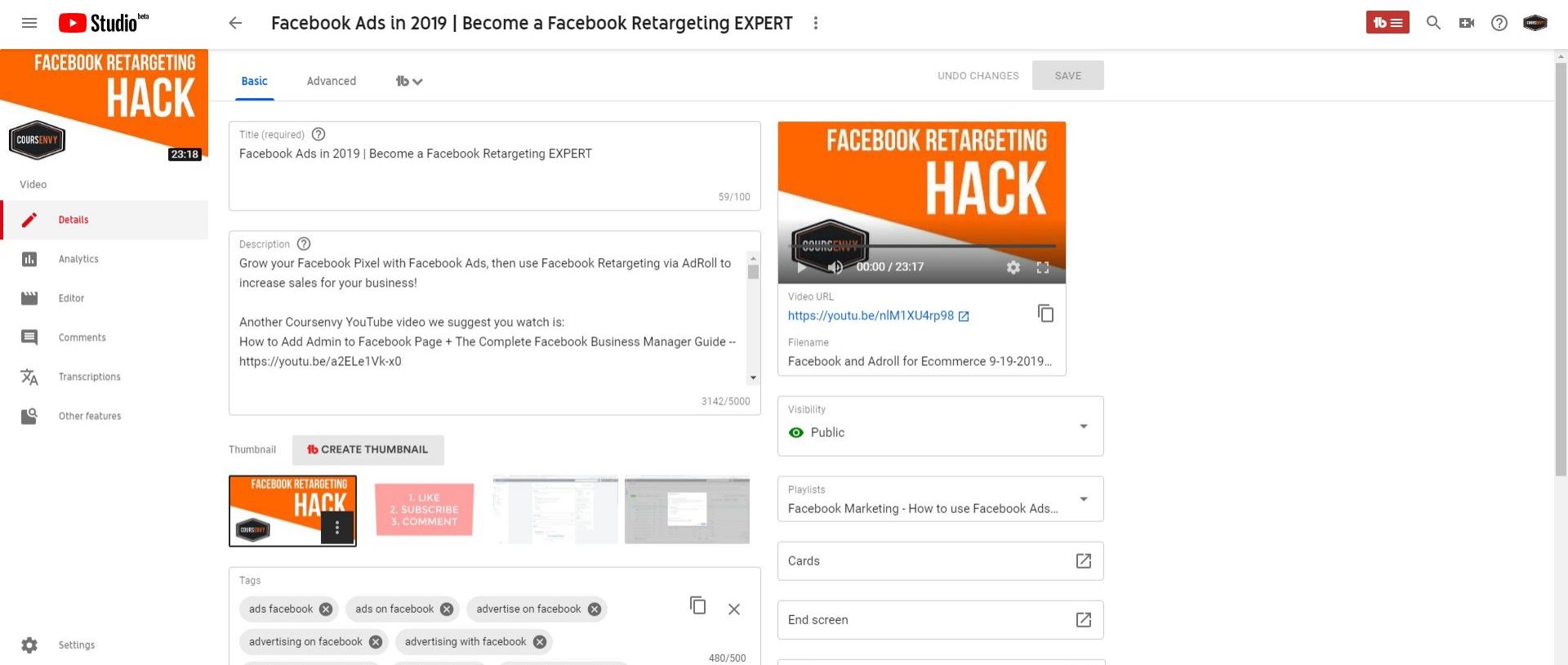
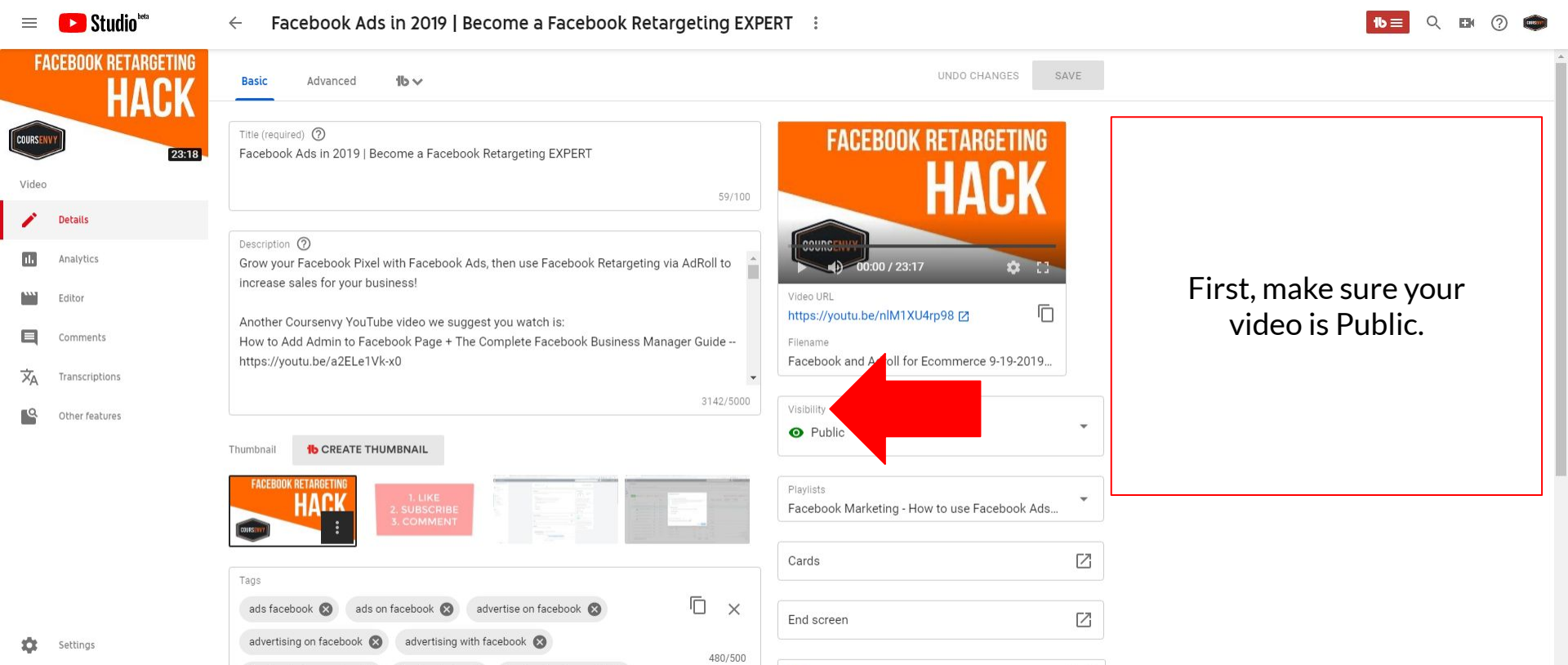
No views • Published on Sep 20, 2019
SHARE
Coursenvy
949 subscribers
ANALYTICS
EDIT VIDEO

YouTube Studio → Edit YouTube Video

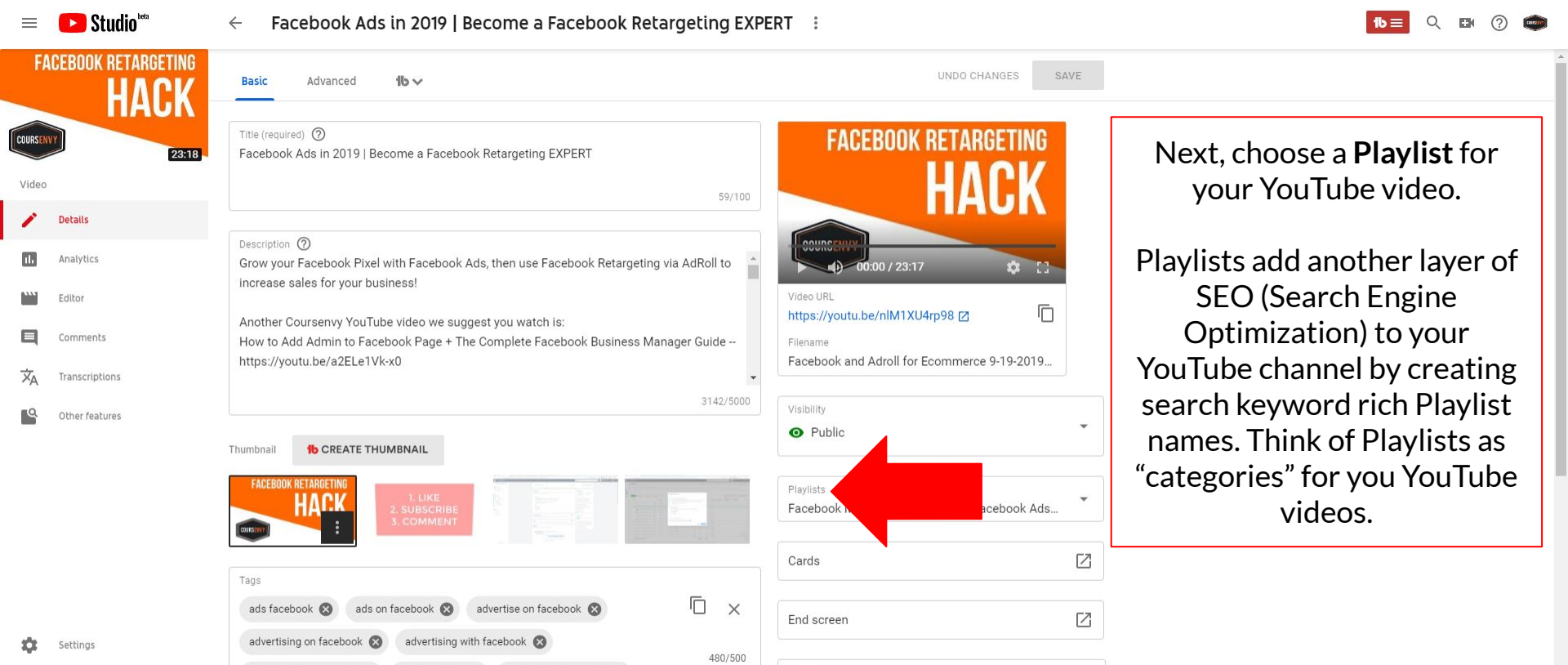


YouTube Studio → Visibility



First, make sure your video is Public.

YouTube Studio → Playlists



Next, choose a **Playlist** for your YouTube video.

Playlists add another layer of SEO (Search Engine Optimization) to your YouTube channel by creating search keyword rich Playlist names. Think of Playlists as “categories” for you YouTube videos.

YouTube Playlists

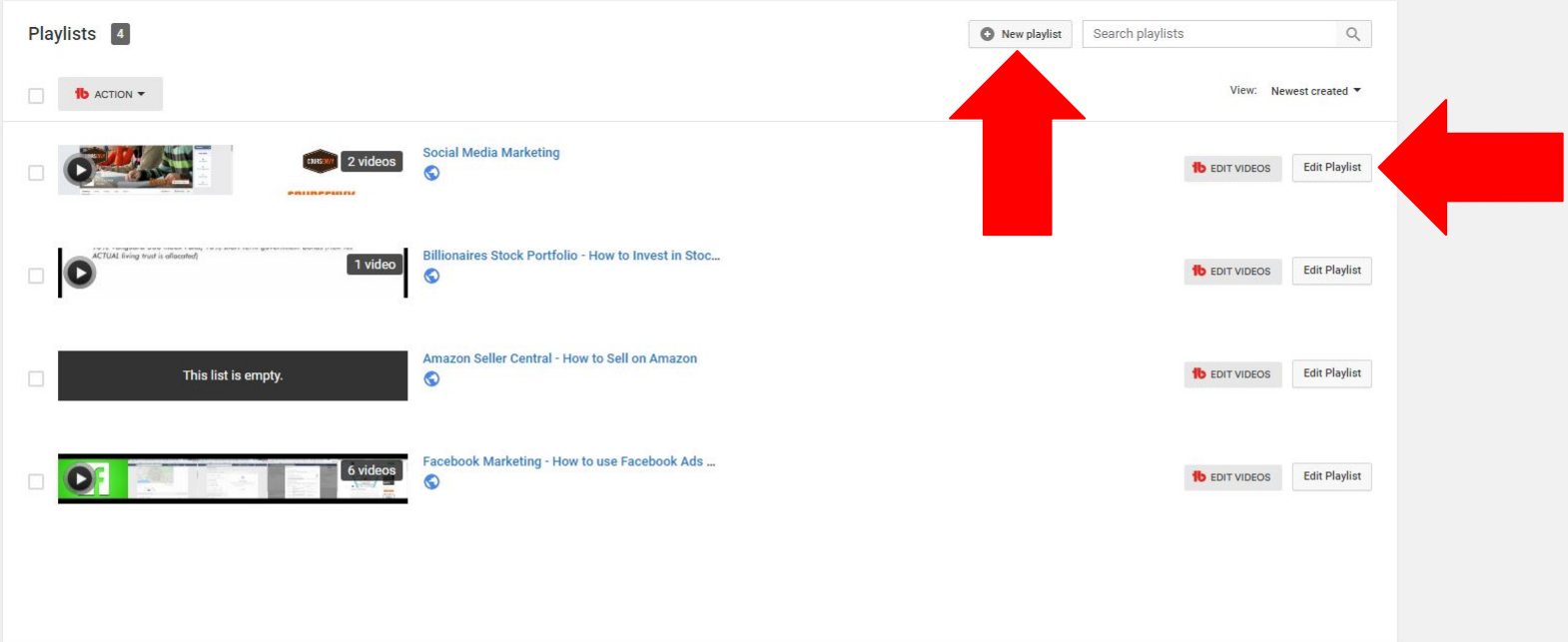
- To keep people not only on your YouTube channel, but watching videos for a longer time, cut up your videos into a “series” like Netflix and add them all to a single YouTube Playlist.

- You can even name the varying videos in the Playlist with the “episode number”, then set the **End Screen** suggested video for the next video in the series to let the viewer know they can click to watch the next episode in the series.

EXAMPLE: “Facebook Retargeting Ads Mastery - Episode 1”

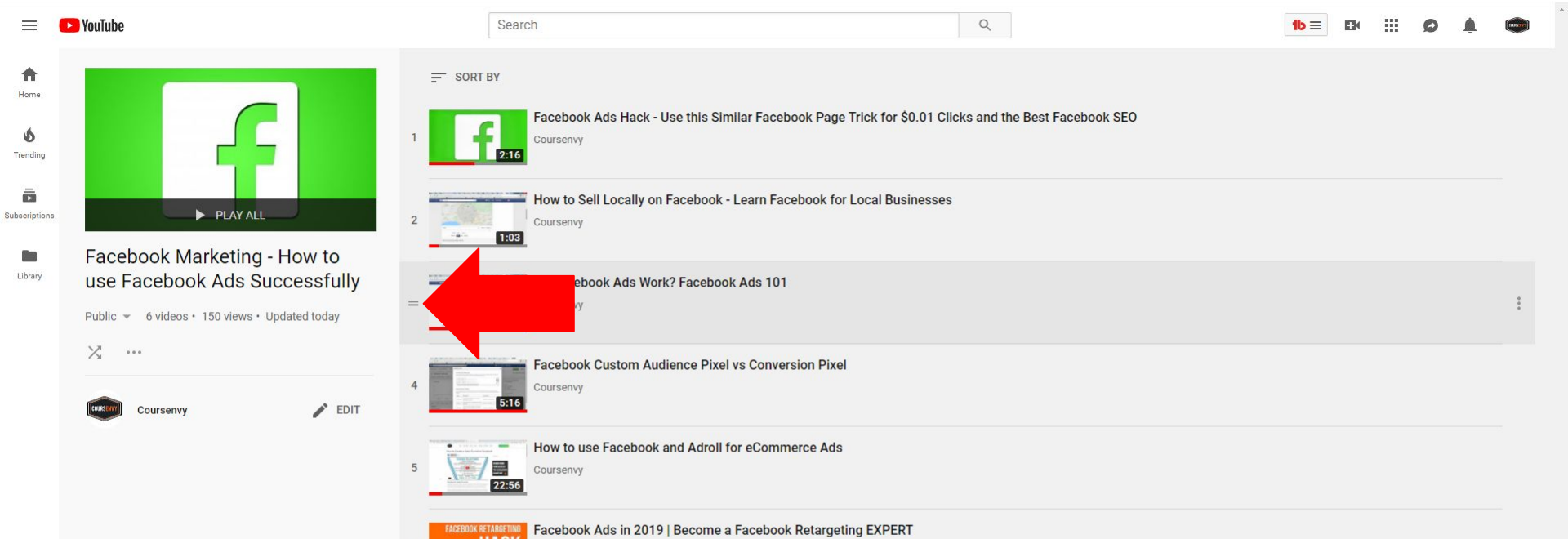
YouTube Playlists

www.youtube.com/view_all_playlists

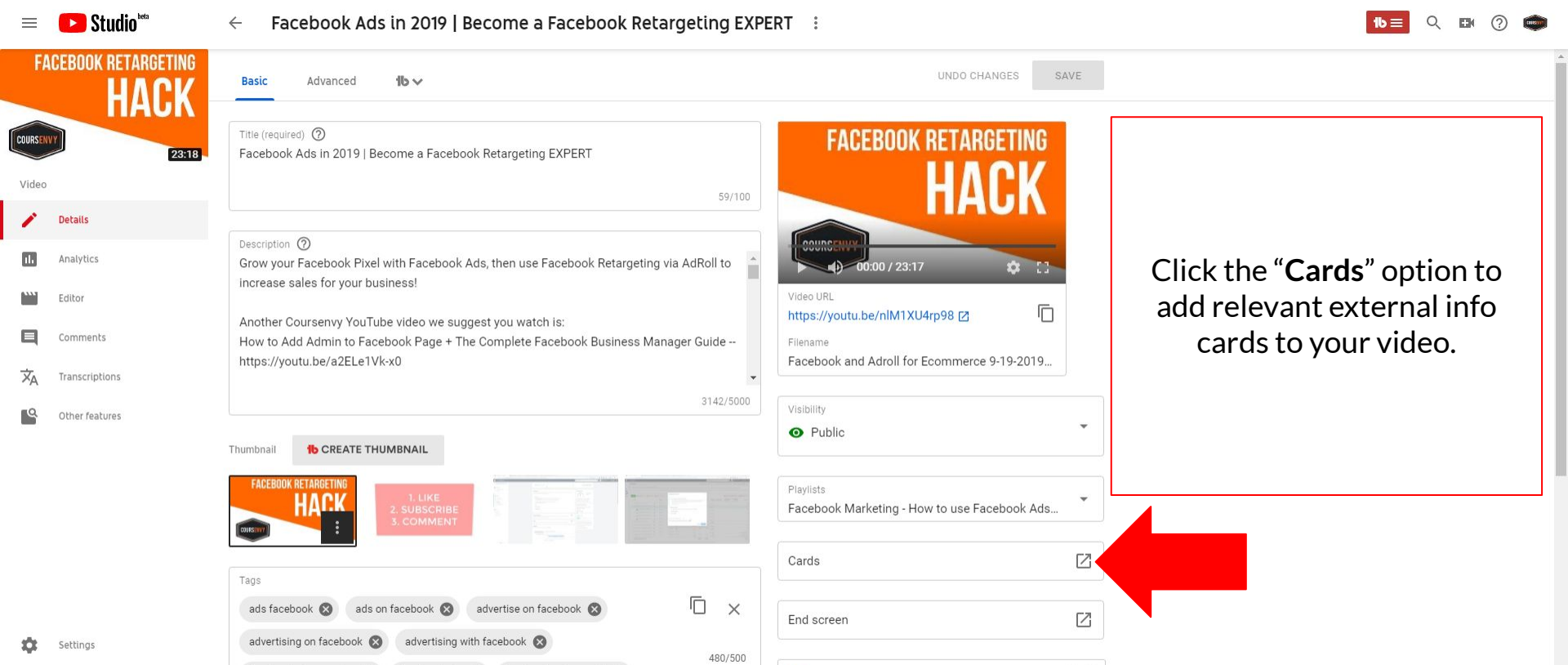


YouTube Playlists → Edit Playlist

- Click and drag the videos to rearrange them in the order you want them to play.



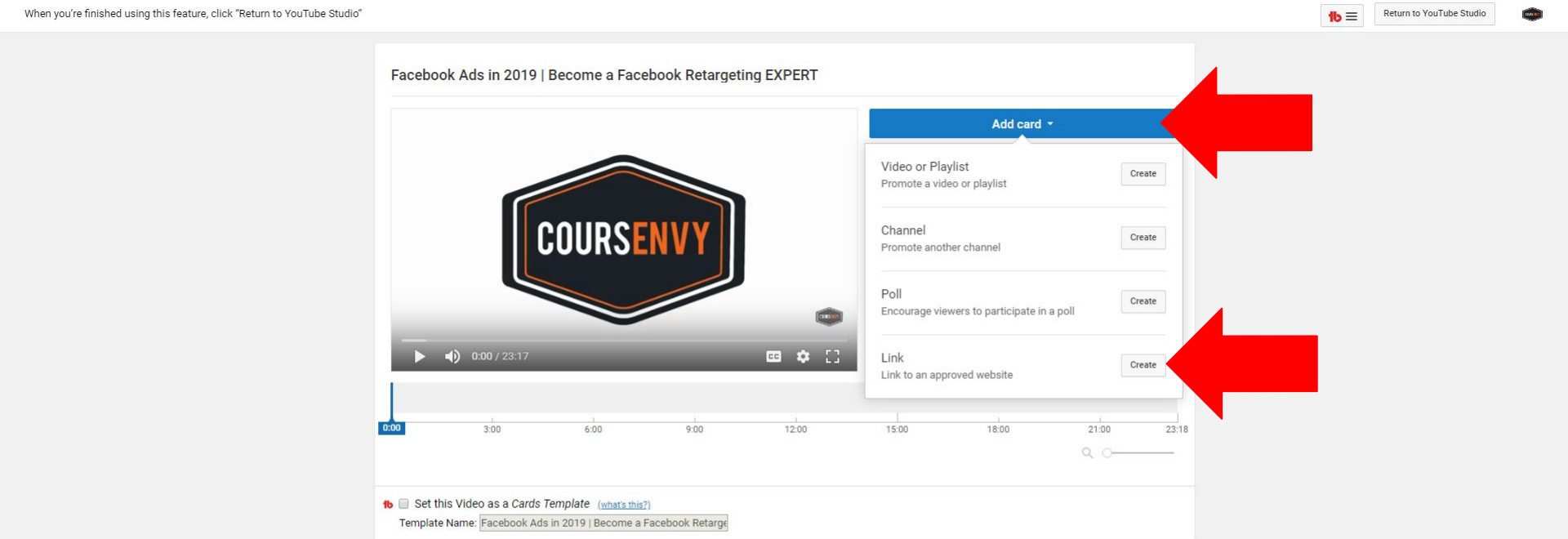
YouTube Studio → Cards

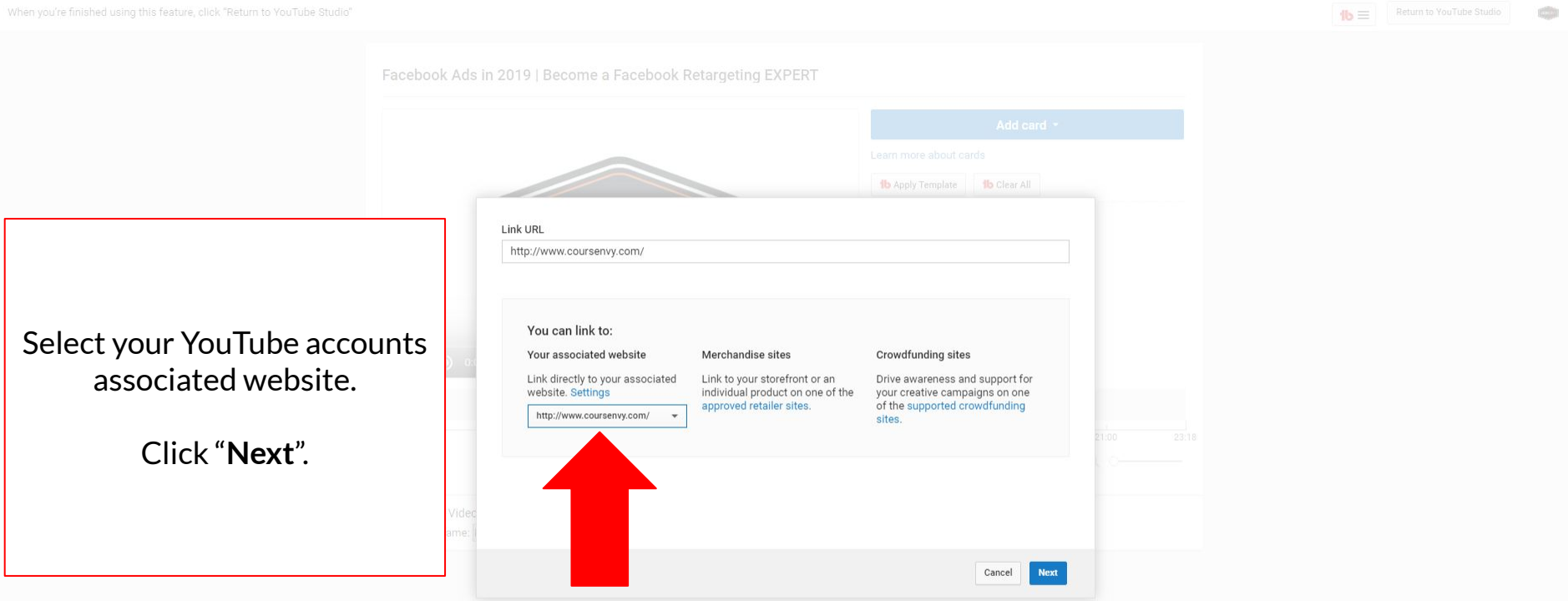


Click the "**Cards**" option to add relevant external info cards to your video.

YouTube Studio → Cards

➢ Select the type of external card you want to add to your video.




When you're finished using this feature, click "Return to YouTube Studio"
Return to YouTube Studio
Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT
Add card
Learn more about cards
Apply Template
Clear All
Link URL
http://www.coursenvy.com/
You can link to:
Your associated website
Link directly to your associated website. Settings
http://www.coursenvy.com/
Merchandise sites
Link to your storefront or an individual product on one of the approved retailer sites.
Crowdfunding sites
Drive awareness and support for your creative campaigns on one of the supported crowdfunding sites.
Cancel
Next

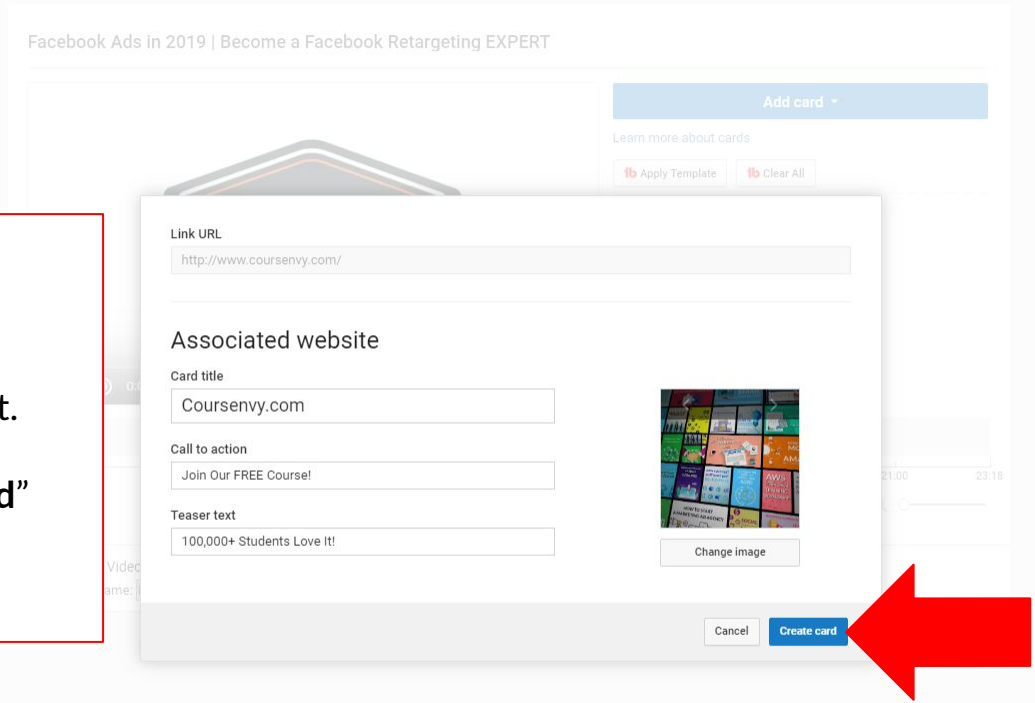
Select your YouTube accounts associated website.

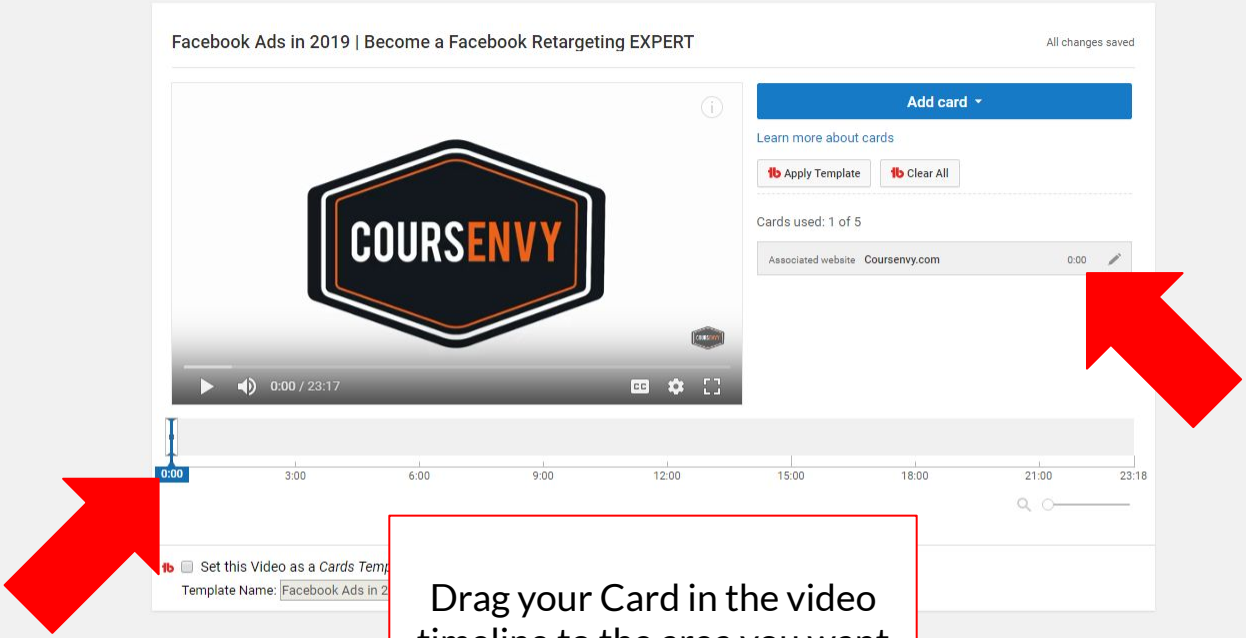
Click "**Next**".

Name your Card.

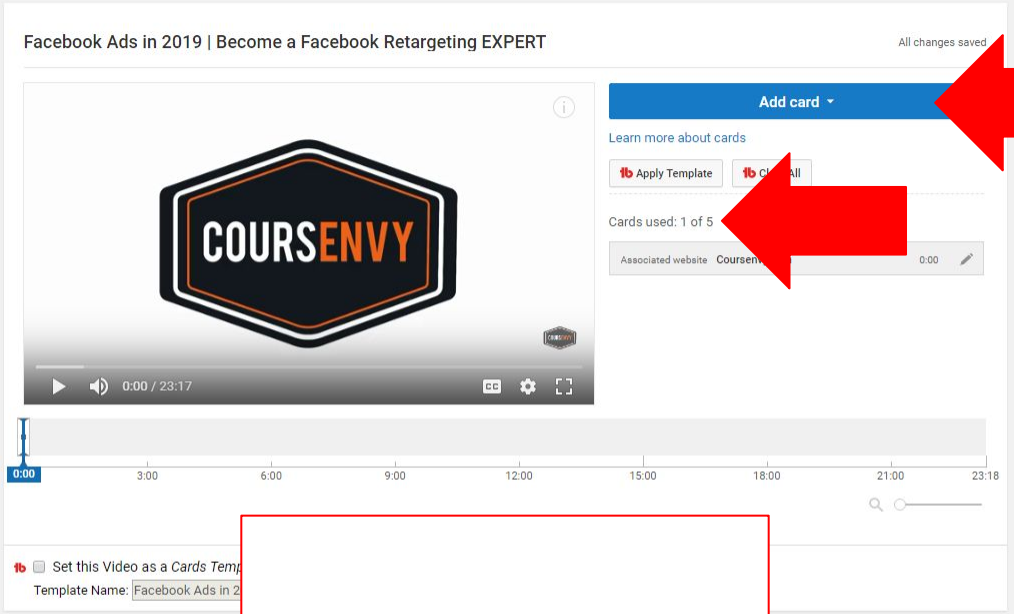
Add the required text.

Click the “**Create Card**” button.

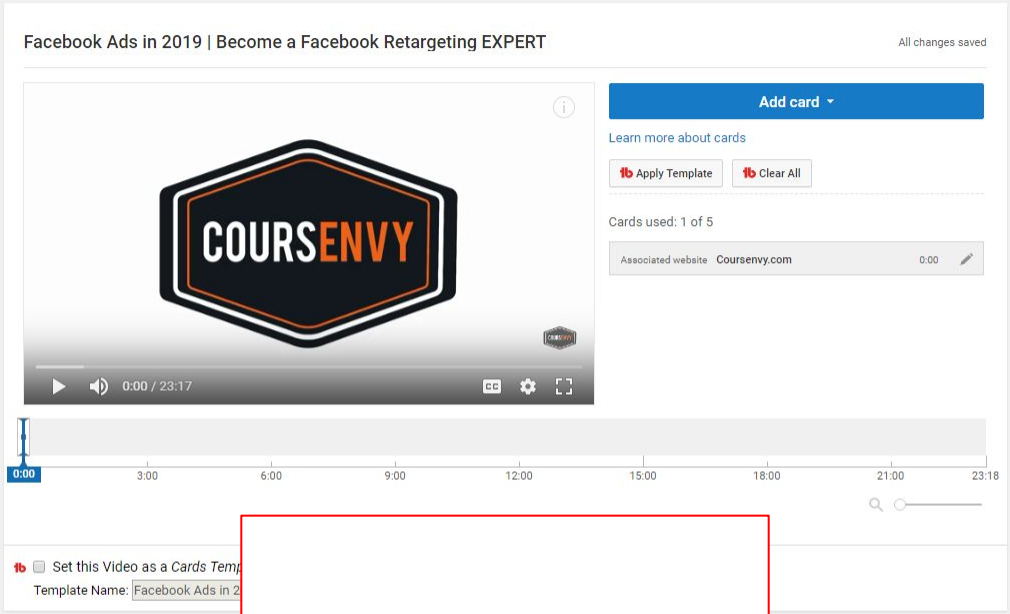




Drag your Card in the video timeline to the area you want it to appear. For example, if you mention a link during the video, add the card at this time. Typically I add the card right in at the beginning.

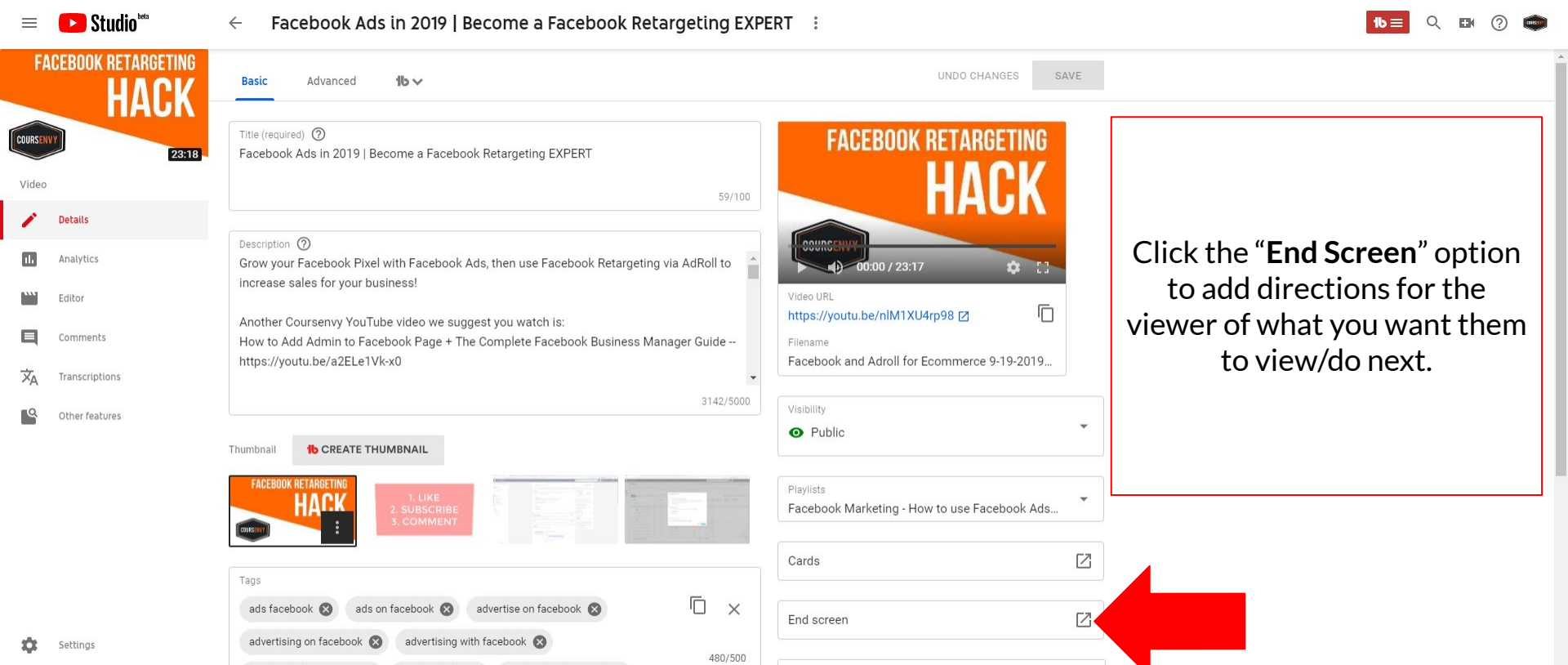


You can create up to 5 Cards.



Once complete, click the "**Return to YouTube Studio**" button.

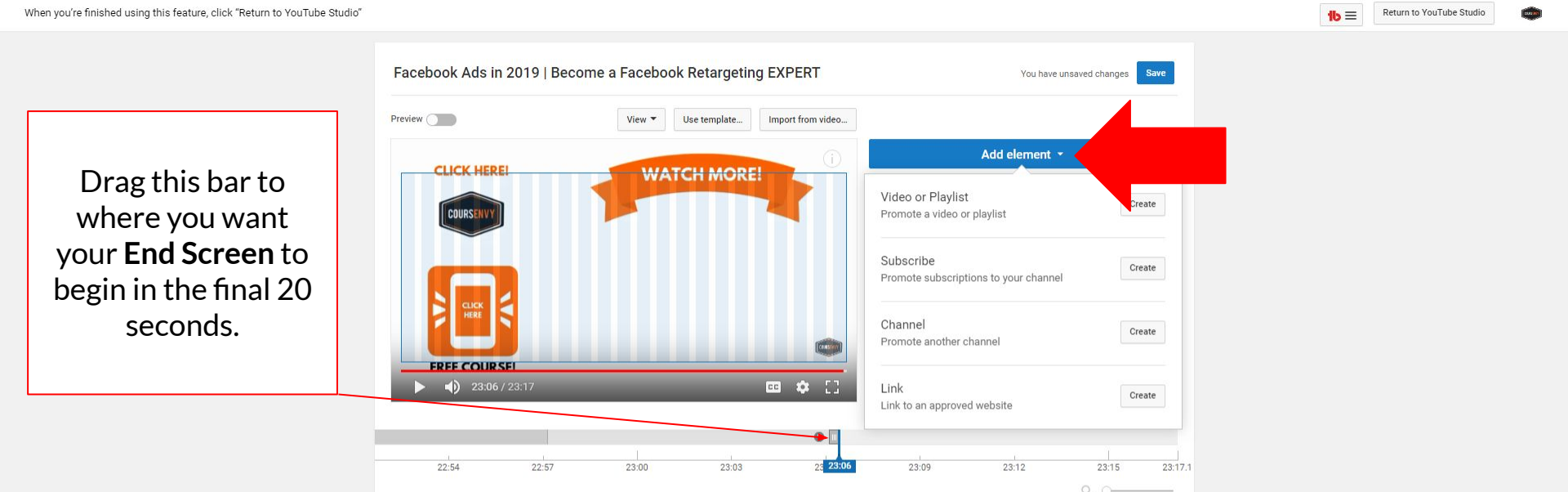
YouTube Studio → End Screen



Click the "**End Screen**" option to add directions for the viewer of what you want them to view/do next.

YouTube Studio → End Screen

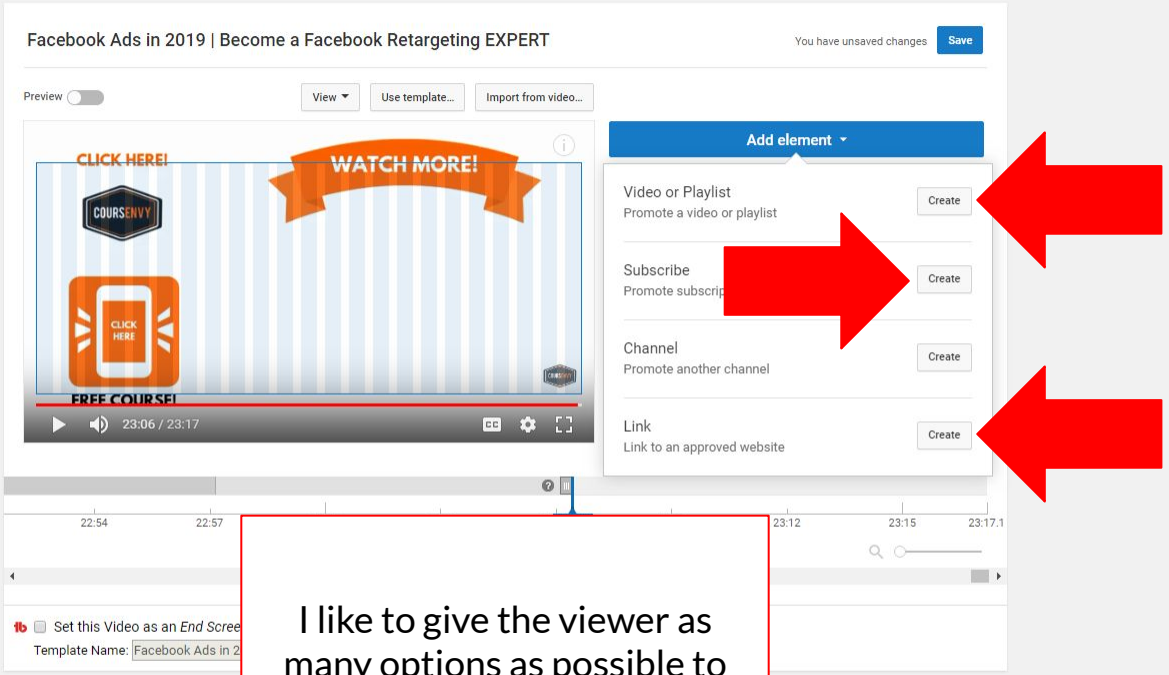
- Select the elements you want to add to your videos End Screen (this “outro” portion of your video can be up to the final 20 seconds of your video).



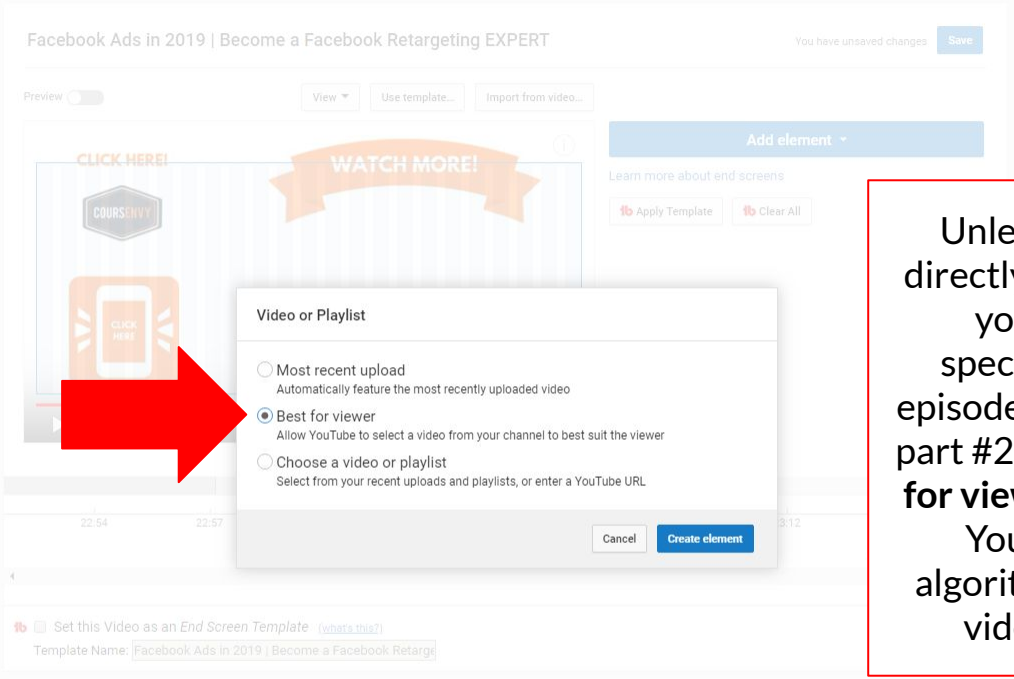
End Screen

For our clients at Coursenvy, we create a default “OUTRO” video that we add to the end of all their YouTube videos. We use the following static format to the left. This enables us to not only add **End Screen** elements over the outro video, but also do a voiceover ASKING viewers to subscribe, like, comment, watch more, click the link, etc. CALL TO ACTIONS!

- Outro Length = 20 seconds

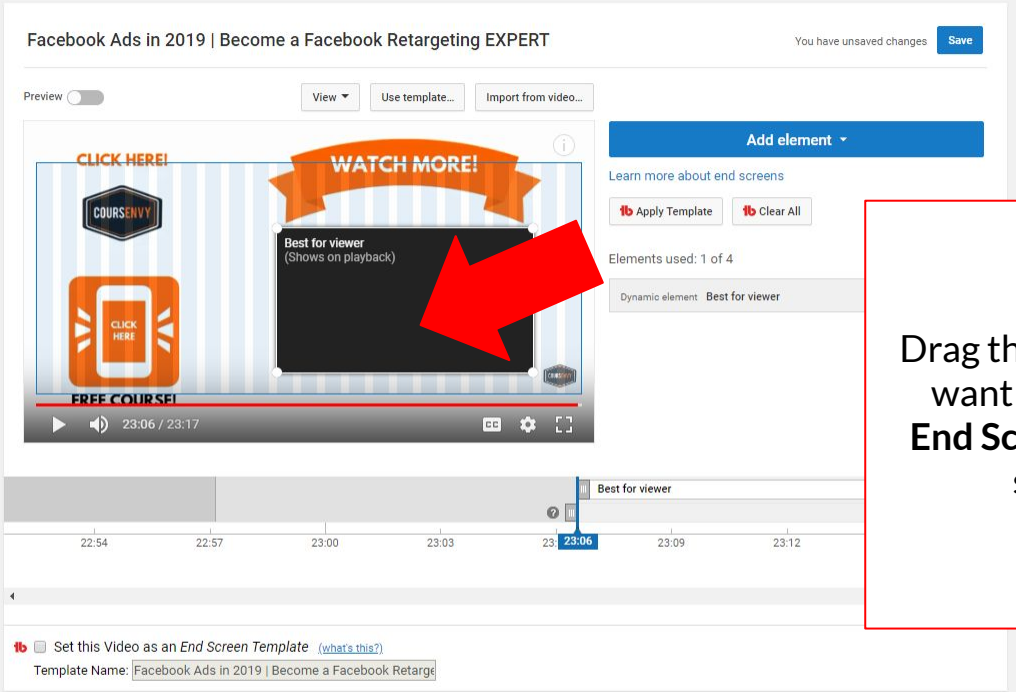


I like to give the viewer as many options as possible to continue engaging with me at the end of the video. This includes adding:
VIDEO, SUBSCRIBE, LINK

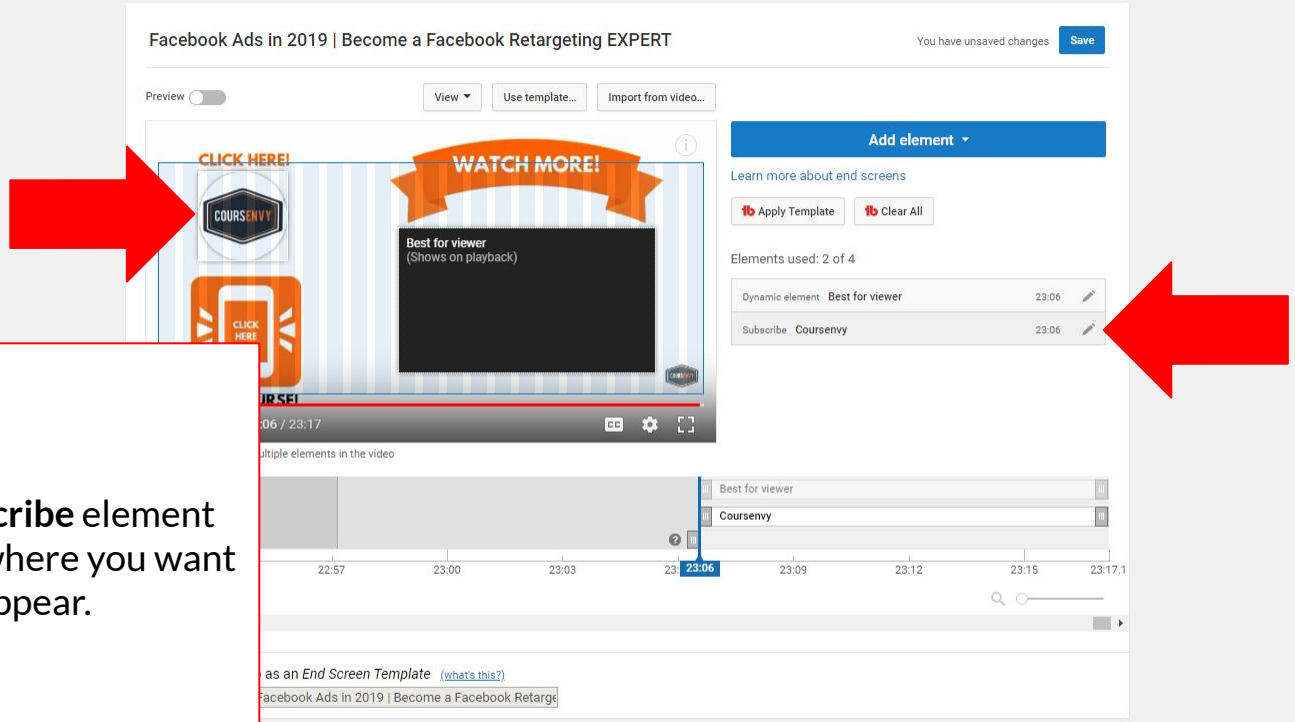

Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT
You have unsaved changes
Save
Preview
View
Use template...
Import from video...
Add element
CLICK HERE!
WATCH MORE!
Learn more about end screens
Apply Template
Clear All
Video or Playlist
Most recent upload
Automatically feature the most recently uploaded video
Best for viewer
Allow YouTube to select a video from your channel to best suit the viewer
Choose a video or playlist
Select from your recent uploads and playlists, or enter a YouTube URL
Cancel
Create element
Set this Video as an End Screen Template
Template Name:

Unless you have a video directly related to this video you want to choose specifically (i.e. the next episode in a series Playlist, or part #2, etc.), select the "**Best for viewer**" option to enable YouTube to use their algorithm to pick your best video for this viewer.

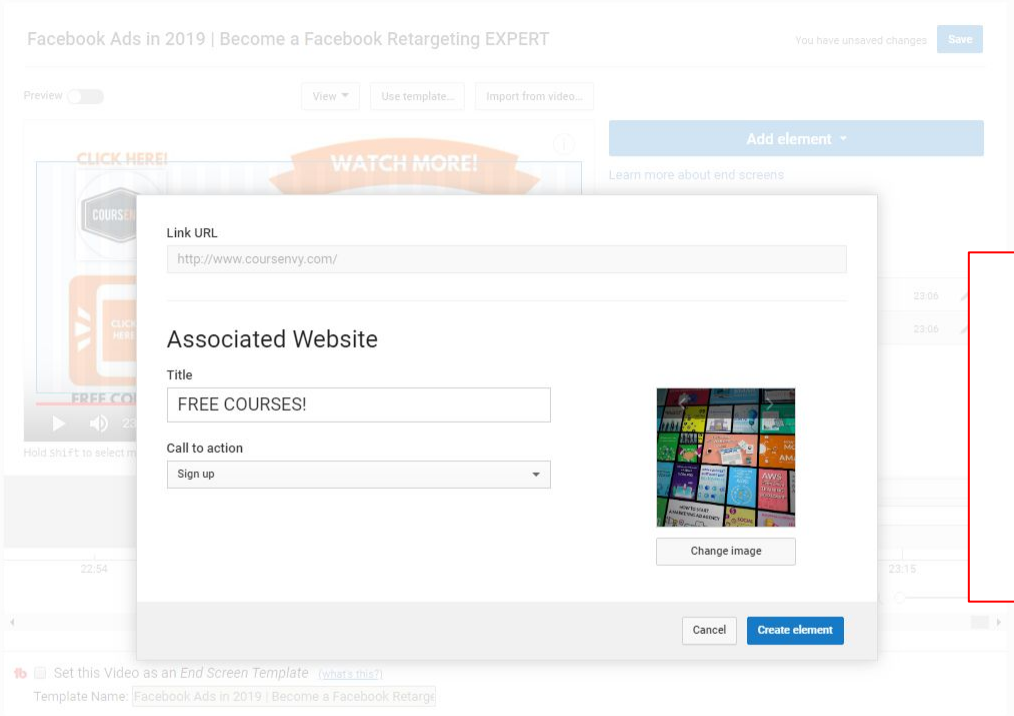
When you're finished using this feature, click "Return to YouTube Studio"



Drag the video to where you want it to appear in your **End Screen** (i.e. the final 20 second outro).

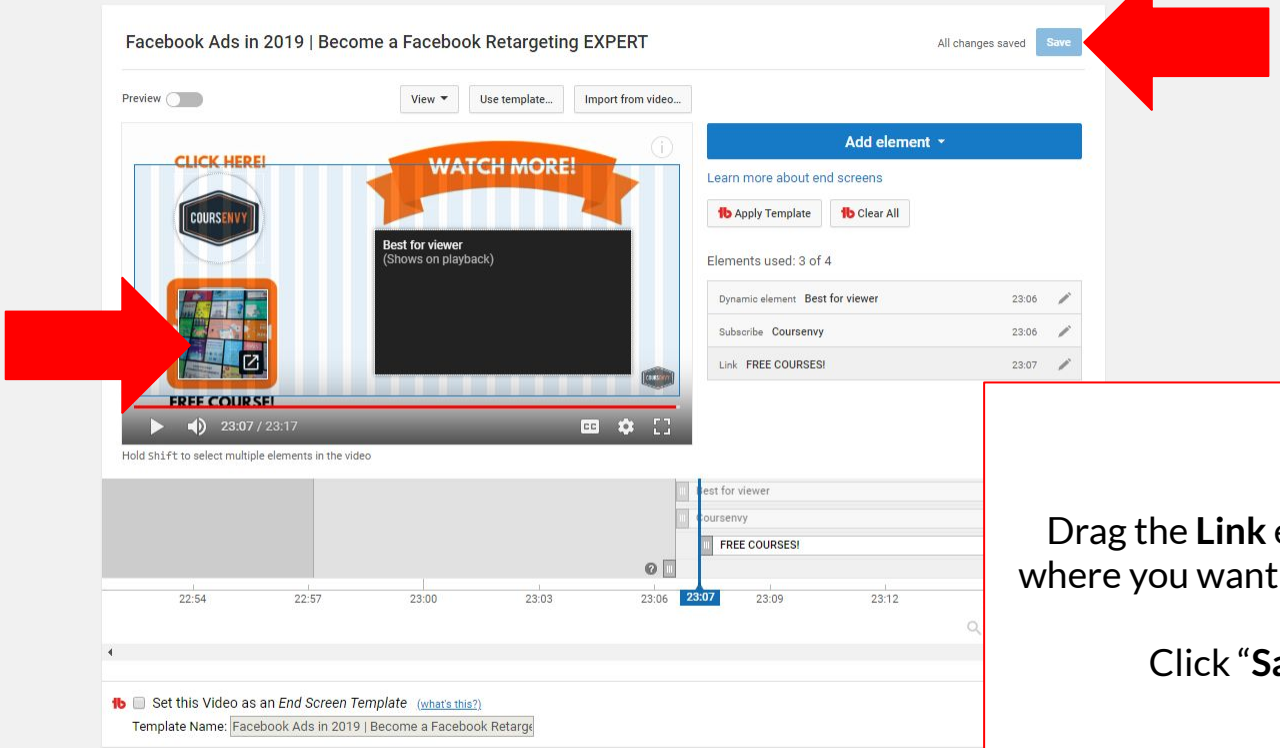


Add the **Subscribe** element and drag it to where you want it to appear.



Add and name your **Link** element.

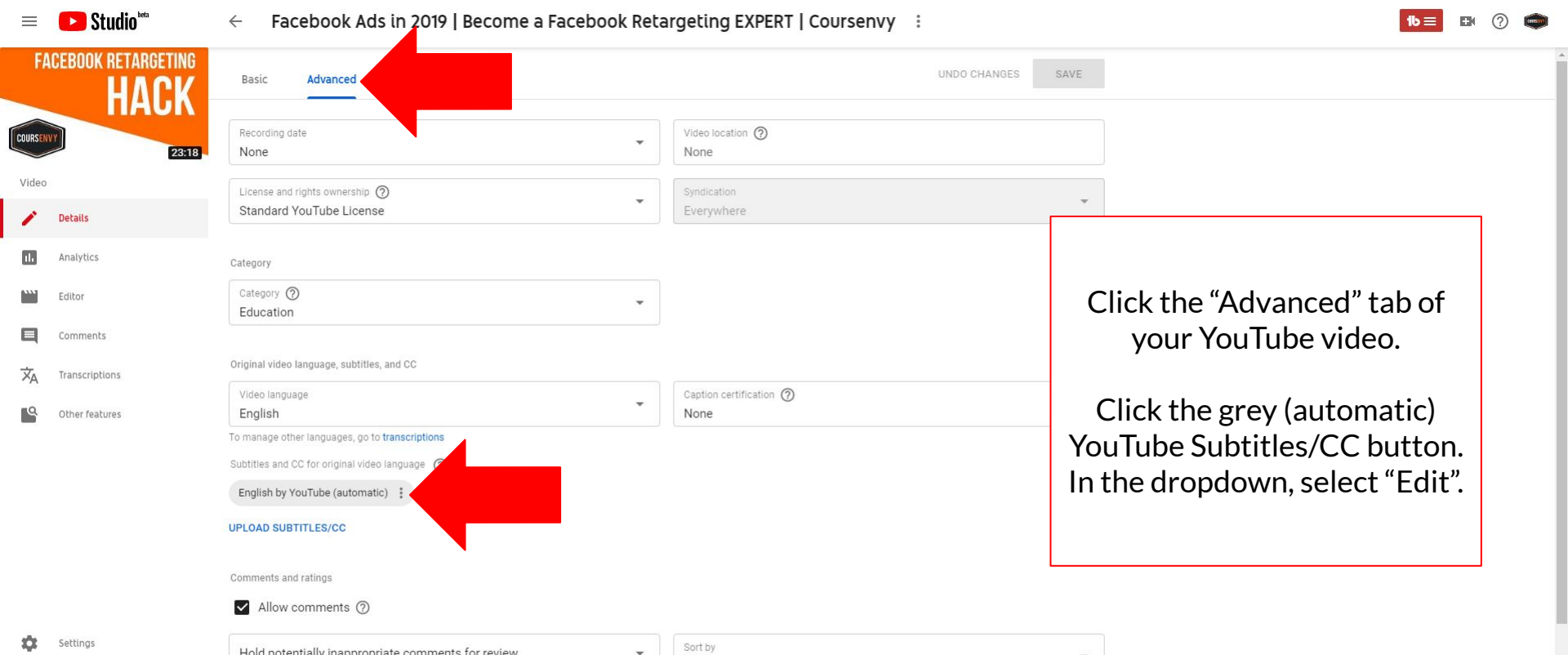
When you're finished using this feature, click "Return to YouTube Studio"



Drag the **Link** element to where you want it to appear.

Click "**Save**".

YouTube Studio → Subtitles/CC



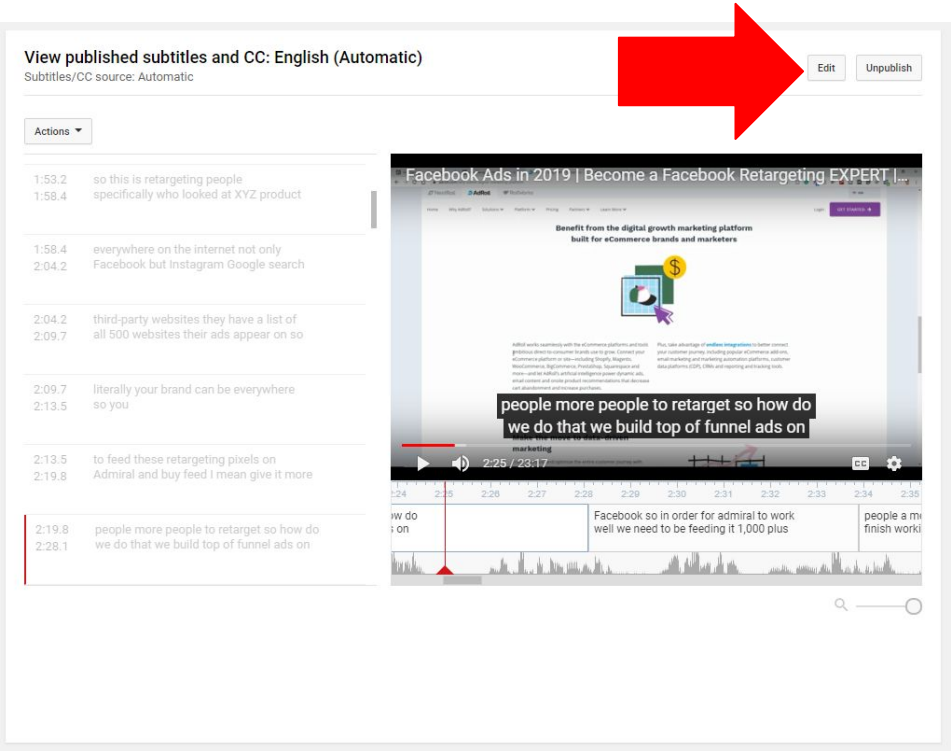
Click the “Advanced” tab of your YouTube video.

Click the grey (automatic) YouTube Subtitles/CC button. In the dropdown, select “Edit”.

Subtitles/CC

On this Subtitles and CC page you can Edit or Unpublish your current automatically created closed captions. YouTube is not perfect, so I always suggest checking for errors!

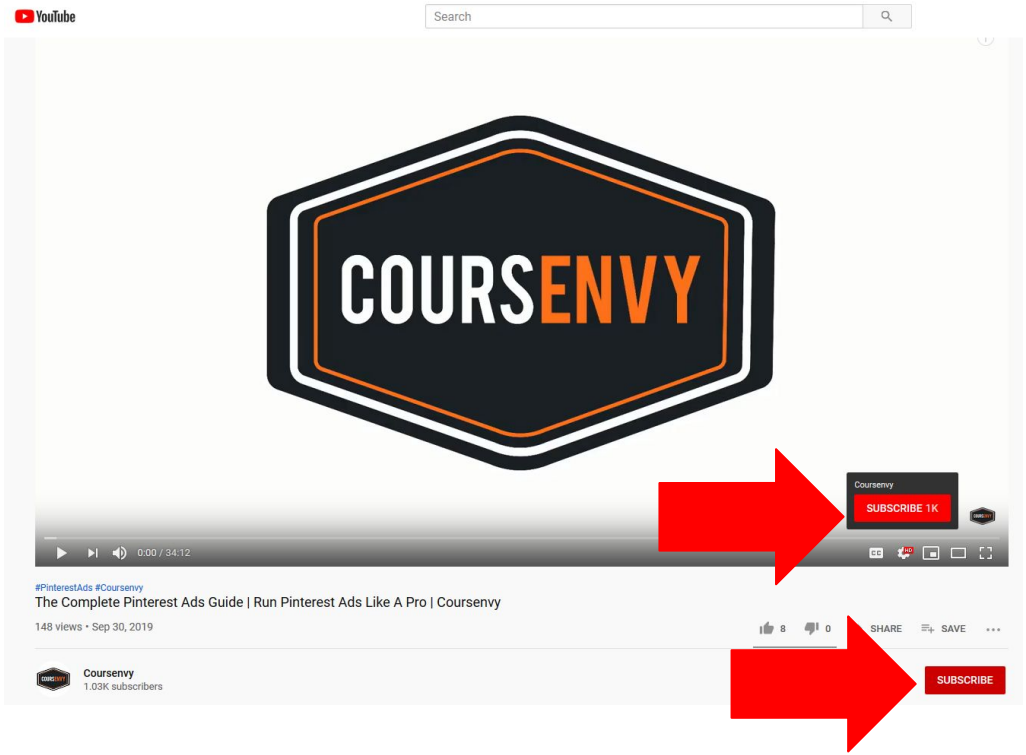
I also advise stating your **main target keywords** throughout your video because subtitles/captions are crawled by search engines (including Google and YouTube) to find keywords for SEO!


View published subtitles and CC: English (Automatic)
Subtitles/CC source: Automatic
Edit
Unpublish
Actions
1:53.2 1:58.4 so this is retargeting people specifically who looked at XYZ product
1:58.4 2:04.2 everywhere on the internet not only Facebook but Instagram Google search
2:04.2 2:09.7 third-party websites they have a list of all 500 websites their ads appear on so
2:09.7 2:13.5 literally your brand can be everywhere so you
2:13.5 2:19.8 to feed these retargeting pixels on Admiral and buy feed I mean give it more
2:19.8 2:28.1 people more people to retarget so how do we do that we build top of funnel ads on
Facebook Ads in 2019 | Become a Facebook Retargeting EXPERT | ...
Benefit from the digital growth marketing platform built for eCommerce brands and marketers
people more people to retarget so how do we do that we build top of funnel ads on
2:25 / 23:17
Facebook so in order for admiral to work well we need to be feeding it 1,000 plus

Subscribe Button on YouTube Videos

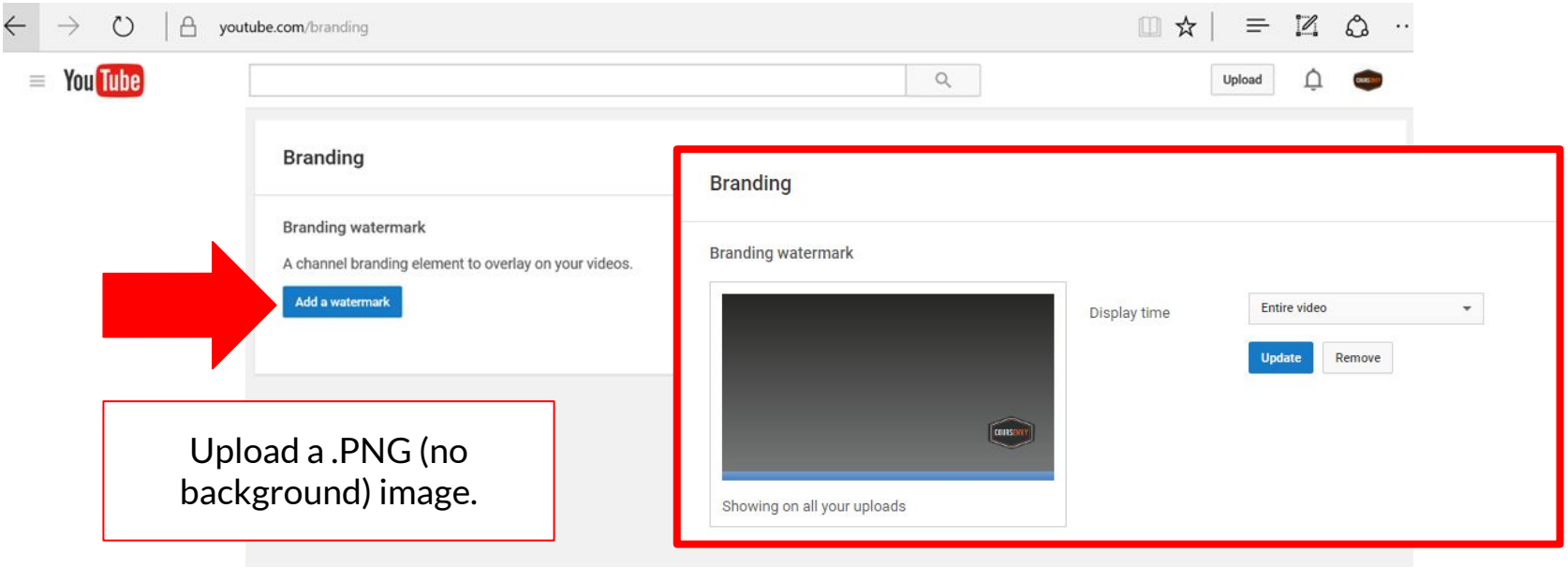
There are two locations for the subscribe button.

- The first appears by default directly below the video.
- The second appears as a transparent subscribe button on the bottom right of the actual video. This subscribe button drastically increases subscription rates!



Subscribe Button on YouTube Videos

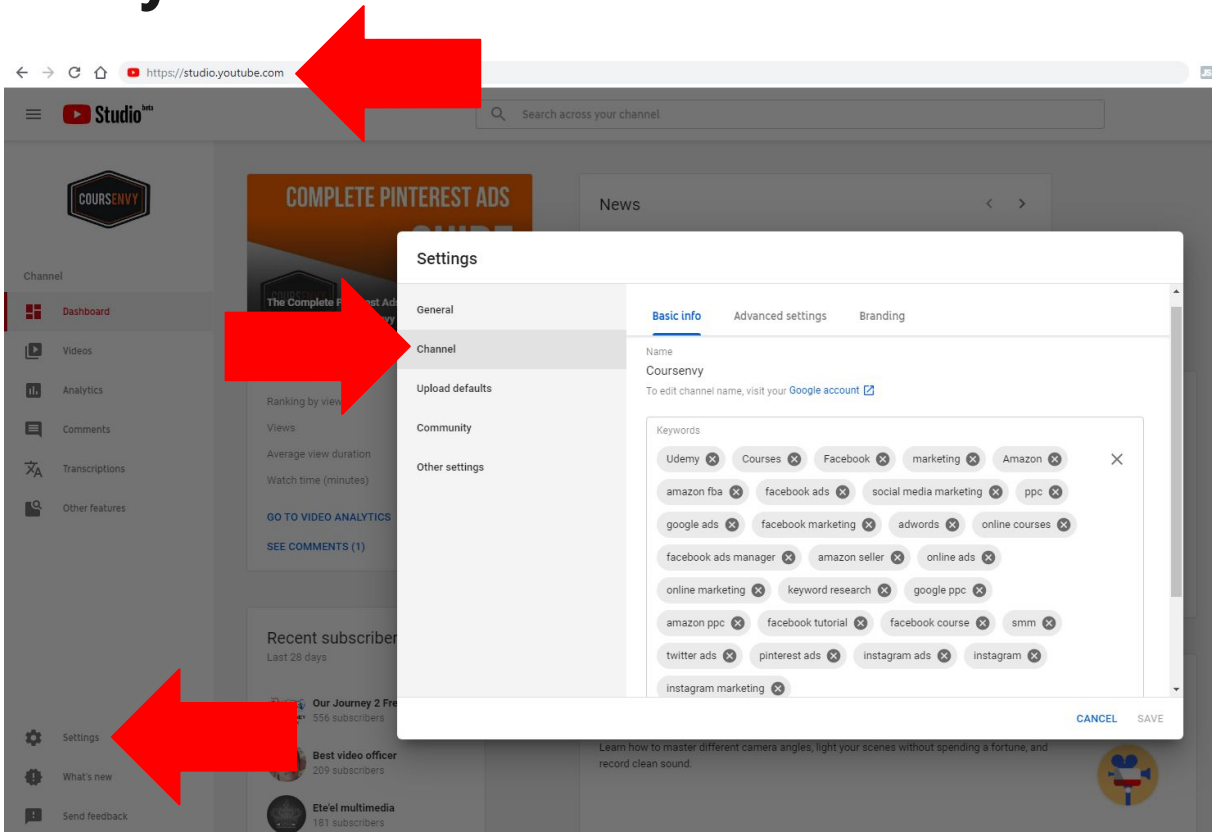
http://www.youtube.com/branding



Upload a .PNG (no background) image.

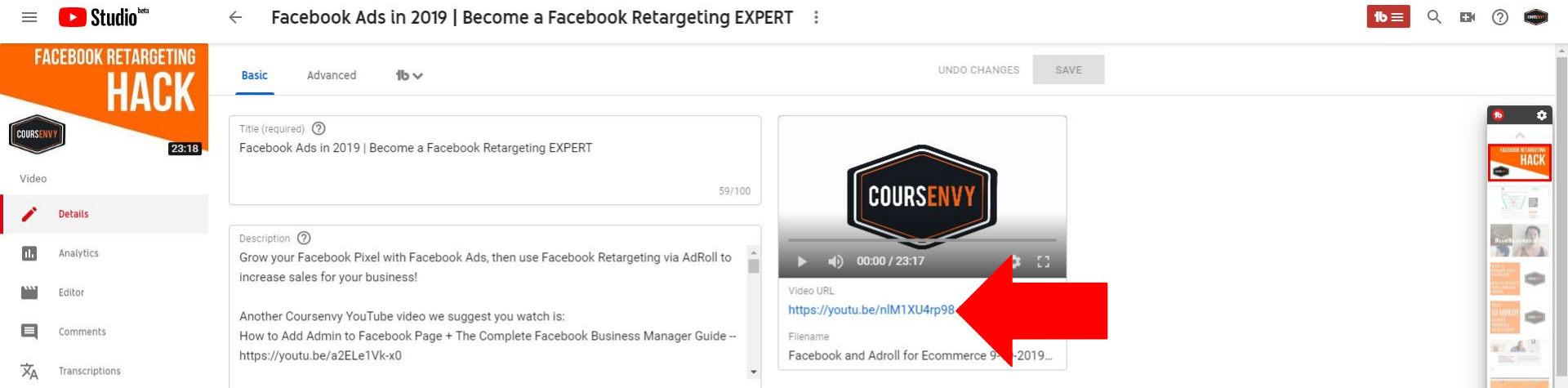
YouTube Channel Keywords

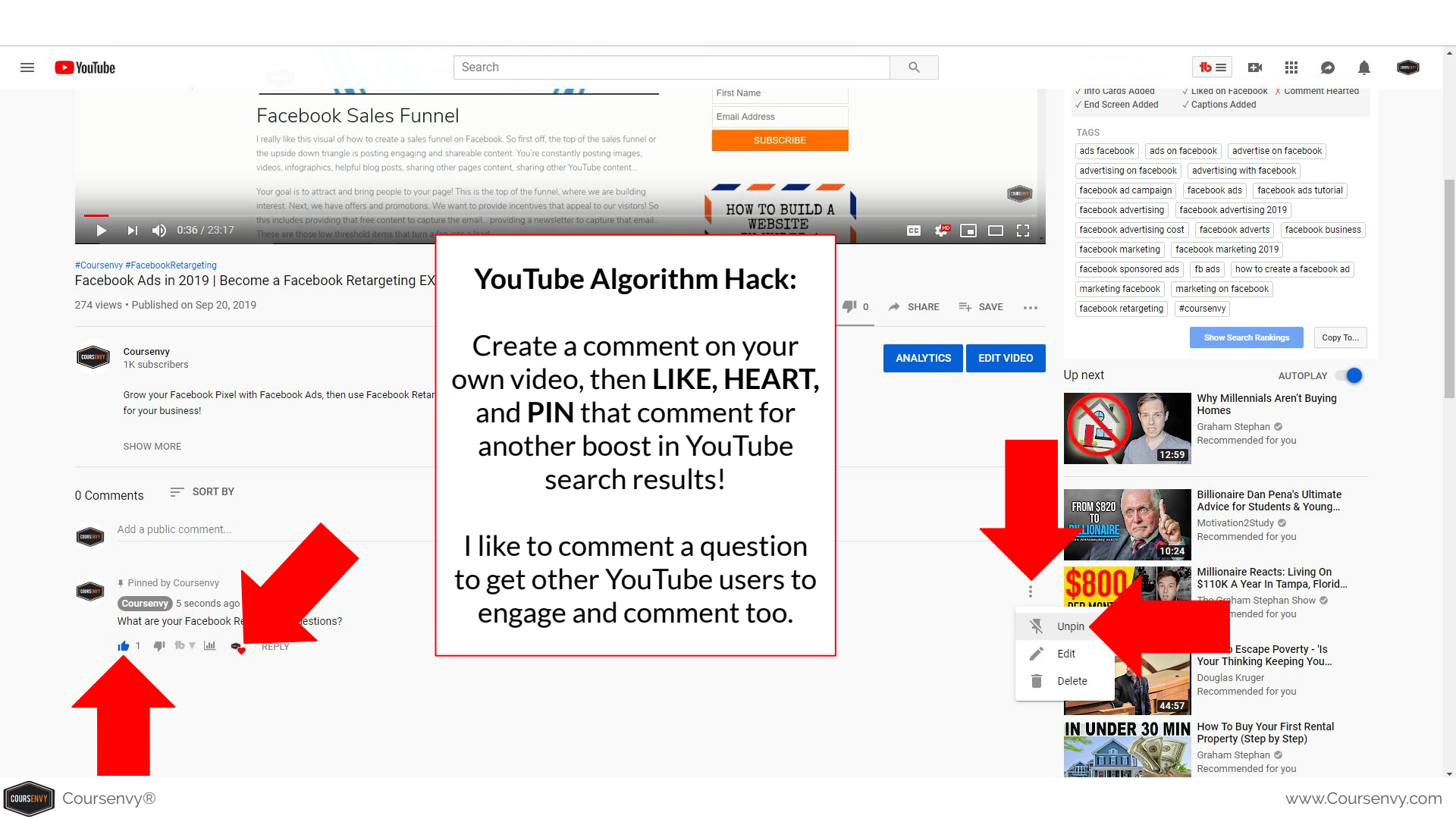
- Go to studio.youtube.com
- Click “Settings”
- Select “Channel”
- Add **keywords** relevant to your YouTube channel you want your channel to rank for in search results!



Share Your Optimized Video

- The more places you can share your video the better (email lists, social media, forums like Reddit, answer Quora questions with your video, use promoted ads on Facebook, Google, etc.) The **first 48 hours** can make or break your video, so promote ASAP!
- YouTube's algorithm does factor social media shares, so at MINIMUM share this YouTube video URL on brands **Twitter** account and **Facebook** page, and then **LIKE** these posts.




Search
Facebook Sales Funnel
First Name
Email Address
SUBSCRIBE
HOW TO BUILD A WEBSITE
0:36 / 23:17
#Coursenvy #FacebookRetargeting
Facebook Ads in 2019 | Become a Facebook Retargeting EX
274 views • Published on Sep 20, 2019
SHARE
SAVE
Coursenvy
1K subscribers
Grow your Facebook Pixel with Facebook Ads, then use Facebook Retar
for your business!
SHOW MORE
ANALYTICS
EDIT VIDEO
0 Comments
SORT BY
Add a public comment...
Pinned by Coursenvy
Coursenvy 5 seconds ago
What are your Facebook Re estions?
REPLY
YouTube Algorithm Hack:
Create a comment on your own video, then LIKE, HEART, and PIN that comment for another boost in YouTube search results!
I like to comment a question to get other YouTube users to engage and comment too.
✓ Info Cards Added
✓ Liked on Facebook
✗ Comment Hearted
✓ End Screen Added
✓ Captions Added
TAGS
ads facebook
ads on facebook
advertise on facebook
advertising on facebook
advertising with facebook
facebook ad campaign
facebook ads
facebook ads tutorial
facebook advertising
facebook advertising 2019
facebook advertising cost
facebook adverts
facebook business
facebook marketing
facebook marketing 2019
facebook sponsored ads
fb ads
how to create a facebook ad
marketing facebook
marketing on facebook
facebook retargeting
#coursenvy
Show Search Rankings
Copy To...
Up next
AUTOPLAY
Why Millennials Aren't Buying Homes
Graham Stephan
Recommended for you
12:59
Billionaire Dan Pena's Ultimate Advice for Students & Young...
Motivation2Study
Recommended for you
10:24
Millionaire Reacts: Living On $110K A Year In Tampa, Florid...
Recommended for you
Unpin
Edit
Delete
Escape Poverty - 'Is Your Thinking Keeping You...
Douglas Kruger
Recommended for you
44:57
How To Buy Your First Rental Property (Step by Step)
Graham Stephan
Recommended for you
IN UNDER 30 MIN

#Coursenvy

He Makes $13,000 Per Month on Amazon

8,631 views • Published on Apr 18, 2018

59 12 SHARE SAVE

Coursenvy
950 subscribers

ANALYTICS EDIT VIDEO

Get JungleScout at: https://goo.gl/YTS3Mk

Join our Amazon Mastery Course: https://learn.coursenvy.com/p/coursen...

SHOW MORE

5 Comments SORT BY

You have comments awaiting your review

Add a public comment...

Pinned by Coursenvy

Marlon Hosten 1 year ago

Mark, great video, but the product is16.5[illegible] can only dropship this item via FBM. Could you do a video where you order around 500 unit[illegible]

REPLY

Hide replies

Coursenvy 1 year ago

Thank you! So for FBA you just buy in BULK via Alibaba to get that price per unit down. SAME strategy as this video, just a lower price product with bul[illegible]

REPLY

Marlon Hosten 1 year ago

Thank you. I am enrolled in your course and I hope that you release more videos like this.

REPLY

amazon fba | make money easy | free money | junlgescout
sell on amazon | how to sell on amazon | selling on amazon
amazon seller | seller central | amazon sell
seller central amazon | how to sell stuff on amazon
what to sell on amazon | how to sell things on amazon
how to start selling on amazon | #coursenvy

Show Search Rankings Copy To...

Up next AUTOPLAY

How To Escape Poverty - 'Is Your Thinking Keeping You...
Douglas Kruger
Recommended for you

Clicking My Mouse 1,000,000 Times In One Video NEW...
Tocen
Recommended for you

LIKE and **HEART** all of your videos comments.

REPLY to every comment, good or bad!

YouTube LOVES engagement!

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